

EMPOWERING WOMEN MICRO-ENTREPRENEURS: THE ROLE OF TECHNOLOGY AND WORK-LIFE BALANCE IN ACHIEVING SUCCESS

Mr.J.ARAVINDKUMAR,

Assistant Professor, School of Commerce,
KPR College of Arts, Science and Research, Coimbatore

E-Mail: draravindkumar9578@gmail.com

Dr. C. LEELADEVI,

Assistant Professor, PG & Research Department of Commerce
Government Arts and Science College, Kangeyam.

ABSTRACT:

This research article investigates the role of technology adoption in enhancing work-life balance parameters for women micro entrepreneurs in Coimbatore, India. The study aims to examine the factors that influence work-life balance for women entrepreneurs, explore the relationship between socio-economic variables and their impact on women entrepreneurs, and analyze the influence of work-life balance on the success and well-being of women entrepreneurs. The study collected primary data from women entrepreneurs in Coimbatore and analyzed it using statistical software. The findings reveal significant associations between enterprise registration and educational qualification, as well as between enterprise registration and age. However, no significant association was found between time spent on the enterprise and marital status. These findings have implications for policy-making and entrepreneurship development programs, as they provide valuable insights into the factors affecting women entrepreneurs in Coimbatore and can guide interventions to create a supportive environment for their success.

Keywords: Work-life balance, Entrepreneurship, Innovations.

Introduction

In recent years, women entrepreneurs have played a significant role in driving innovation, economic growth, and societal change. These pioneering women have broken social barriers and challenges gender stereotypes, revolutionizing industries and inspiring countless others.

Through their determination and unwavering drive, women entrepreneurs are changing the entrepreneurial landscape, bringing fresh perspectives, and fueling substantial development across various sectors. Their inspiring stories of triumph serve as powerful symbols of the immense potential and influence of female entrepreneurship. The rise of female entrepreneurs represents a shift towards inclusivity and equal opportunities, opening up new possibilities for growth, diversity, and global collaboration.

Objectives of the study:

1. To Examine the factors pertaining to work that influence women entrepreneurs involved in micro-enterprises.
2. To Investigate the factors associated with family that affect women entrepreneurs engaged in micro-enterprises.
3. To Analyze the relationship between socio-economic variables and their impact on women entrepreneurs.
4. To Explore the influence of work-life balance on the success and well-being of women entrepreneurs.

Problem statement:

The research topic "Factors Affecting the Work-life Balance of Women Entrepreneurs: A Study of Micro Enterprises in Coimbatore District" holds great significance for a thesis as it explores a crucial aspect of women's entrepreneurship within a specific context. Understanding the factors that impact work-life balance is essential in creating supportive and empowering cultures for female entrepreneurs. By examining this issue within the micro-enterprise sector of Coimbatore, the study aims to provide insights that can guide policy-making, entrepreneurship development programs, and targeted interventions in the region. Furthermore, Coimbatore is known for its thriving entrepreneurial ecosystem, and focusing on micro-businesses allows for a deeper understanding of the challenges faced by women entrepreneurs at the grassroots level. Therefore, this study not only contributes to the academic field but also has practical implications for the empowerment and success of women entrepreneurs in Coimbatore.

Hypothesis: 1

H0: There is no significant association between registration of enterprise and educational qualification.

H1: There is a significant association between registration of enterprise and educational qualification.

Hypothesis: 2

H0: There is no significant association between registration of enterprise and age.

H1: There is significant association between registration of enterprise and age.

Hypothesis: 3

H0: There is no significant association between time spent on enterprise and marital status.

H1: There is significant association between time spent on enterprise and marital status.

DATA INTERPRETATION:

Primary data collected during the research work were analysed with the help of statistical software IBM-SPSS and MS Excel. Various statistical tools like frequency distribution, Descriptive statistics, Chi-square, ANOVA, Regression analysis etc. were used for the purpose of analysis.

CLASSIFICATION BY CITY

Women entrepreneurs were selected from major cities of Coimbatore viz. Gandhipuram, R S Puram, Race course, and Saravanampatti. The classification of respondents included in the study by their location is presented in the table below:

CLASSIFICATION BY CITY

City	Frequency	Percent
Gandhipuram	136	27.1
R S Puram	37	7.4
Race course	266	53.1
Saravanampatti P	62	12.4

Total	501	100.0
--------------	------------	--------------

CLASSIFICATION BY AGE

Women entrepreneurs included in the study by their age are represented in the table and graph below;

CLASSIFICATION BY AGE

AGE CATEGORY	FREQUENCY	PERCENT
21-30	129	25.7
31-40	213	42.5
41-50	142	28.3
Above 50	17	3.4
Total	501	100.0

CLASSIFICATION OF RESPONDENTS BY MARITAL STATUS

The classification of respondents by their age as presented in the table and graph above shows that the largest number of respondents i.e., 43 percent are in the age group of 31- 40 years followed by 28 percent in the age group of 41-50 years. The women entrepreneurs in the age group above 50 years are very less at 3 percent. This shows that most women who take up their own businesses are in the age above 31 years. The classification of women entrepreneurs included in the study by their marital status is presented in the table.

CLASSIFICATION OF RESPONDENTS BY MARITAL STATUS

MARITAL STATUS	FREQUENCY	PERCENT
Unmarried	147	29.3
Married	337	67.3
Widows	7	1.4
Divorce	10	2.0
Total	501	100.0

CLASSIFICATION BY EDUCATIONAL QUALIFICATION

In order to understand the educational qualification of women entrepreneurs included in the study information about their level of education has been collected and compiled. The profile of respondents by their educational qualification is presented in table.

CLASSIFICATION BY EDUCATIONAL QUALIFICATION

QUALIFICATION	FREQUENCY	PERCENT
Post Graduate	106	21.2
Graduate	215	42.9
HSC	109	21.8
SSC	65	13.0
Below SSC	6	1.2
Total	501	100.0

The tabulated data and corresponding figure illustrate the categorization of participants in the study based on their educational qualifications. The results indicate that approximately 43% of female entrepreneurs entering the field have attained a graduate degree, while nearly 21% possess post-graduate qualifications. This suggests that a significant majority of these women

exhibit a commendable level of educational attainment, underscoring the trend that educated women predominantly choose to initiate their entrepreneurial endeavors

TYPE OF ENTREPRENEURIAL ACTIVITY:

Women entrepreneurs were engaged in many entrepreneurial activities, such as beauty parlour, tuition classes, catering, boutique, yoga trainer, dance trainer and many other activities.

Entrepreneurial activities,	Frequency	Percent
Beauty Parlour	48	9.6
GruhUdhyog	38	7.6
Coaching classes/ Tuition classes	54	10.8
Grocery shop/Vegetable shop	30	6.0
Tiffin supply/catering	26	5.2
Jewellery shop	89	17.8
Boutique/Garment shop	41	8.2
Yoga Trainer	61	12.2
Dance Trainer	52	10.4
Other	62	12.4
Total	501	100.0

Classification of women entrepreneurs included in the study by their activity as presented in table and graph above shows that most of the women entrepreneurs are engaged in 140 activities like jewellery shop, yoga trainer, dance trainer, coaching classes, beauty parlour etc. There were women engaged in other work like tiffin services, grocery shop, vegetable shop, boutique etc.

NATURE OF ENTREPRENEURIAL ACTIVITY

Information about the nature of enterprise in the form of manufacturing, service or trading, where women entrepreneurs are engaged has been compiled and presented in table.

ACTIVITY	FREQUENCY	PERCENT
Manufacturing	41	8.2
Service	300	59.9
Trading	160	31.9
Total	501	100.0

REGISTRATION OF ENTERPRISE AND EDUCATIONAL QUALIFICATION

Hypothesis: 1

H 0 : Registration of enterprise and Educational qualification are independent.

H 1 : Registration of enterprise and Educational qualification are dependent.

The comparative picture between registration of enterprise and level of education is presented in table below

Registration of Enterprise and Educational Qualification

Education qualifications		Is your enterprise registered?		Total
		Yes	No	
Post Graduate	Count	87	19	106
	%	43.7%	6.3%	21.2%
Graduate	Count	97	118	215
	%	48.7%	39.1%	42.9%
HSC	Count	8	101	109
	%	4.0%	33.4%	21.8%
SSC	Count	5	60	65
	%	2.5%	19.9%	13.0%
Below SSC	Count	2	4	6

	%	1.0%	1.3%	1.2%
Total	Count	199	302	501
	%	100.0%	100.0%	100.0%

According to the cross tabulation analysis conducted, it was found that 43.7 percent of participants with a postgraduate education and 48.7 percent of participants with a graduate education have registered their enterprise. These results demonstrate a clear and positive relationship between the level of education and the likelihood of registering their enterprise.

Chi-Square Tests: Registration of Enterprise and Educational Qualification

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	157.718 ^a	4	.000
Likelihood Ratio	177.434	4	.000
Linear-by-Linear Association	130.382	1	.000
N of Valid Cases	501		

The results of the Chi-square test conducted to examine the association between enterprise registration and level of education, as shown in the table above, lead us to reject the null hypothesis (Chi-square 157.718, $p < 0.05$). This indicates that registration of an enterprise and level of education are indeed dependent on each other. Specifically, we conclude that women entrepreneurs with a higher level of education are more likely to register their enterprise compared to those with a lower level of education.

REGISTRATION OF ENTERPRISE AND AGE PROFILE

Hypothesis: 2

H₀: Registration of Enterprise and Age are independent.

H₁: Registration of Enterprise and Age are dependent.

Registration of Enterprise and Age Profile

Age		Is your enterprise registered?		Total
		Yes	No	
21-30	Count	61	68	129
	%	30.7%	22.5%	25.7%
31-40	Count	88	125	213
	%	44.2%	41.4%	42.5%
41-50	Count	46	96	142
	%	23.1%	31.8%	28.3%
Above 50	Count	4	13	17
	%	2.0%	4.3%	3.4%
Total	Count	199	302	501
	%	100.0%	100.0%	100.0%

According to the detailed analysis conducted to examine the link between the age of entrepreneurs and the registration status of their enterprise, it is found that 30.7 percent of individuals aged 21-30 have registered their enterprise, while those in the age group of 31-40 years have a higher registration rate at 44.2 percent.

Chi-Square Tests: Registration of Enterprise and Age Profile

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.355 ^a	3	.039
Likelihood Ratio	8.518	3	.036
Linear-by-Linear Association	8.208	1	.004
N of Valid Cases	501		

The chi-square test, conducted on the data presented in the table above, has led us to reject the null hypothesis (Chi-square 8.355, $p < 0.05$). This indicates that there is an association between

the registration of an enterprise and the age of the entrepreneurs. Specifically, our findings suggest that women entrepreneurs in the middle age group show a higher level of concern regarding the registration of their enterprise compared to entrepreneurs in other age groups.

TIME SPENT ON ENTERPRISE PER DAY AND MARITAL STATUS

Hypothesis: 3

H₀: Time spent on enterprise and marital status are independent.

H₁: Time spent on enterprise and marital status are dependent.

Cross tabulation between them has been developed and results are presented in table below;

Time Spent on Enterprise per Day and Marital Status

Time spent on enterprise per day		Marital status				Total
		Unmarried	Married	Widow	Divorcee	
Up to 2 hours	Count	2	14	0	0	16
	%	1.4%	4.2%	0.0%	0.0%	3.2%
2-4 hours	Count	35	81	2	4	122
	%	23.8%	24.0%	28.6%	40.0%	24.4%
4-6 hours	Count	72	150	3	5	230
	%	49.0%	44.5%	42.9%	50.0%	45.9%
Above 6 hours	Count	38	92	2	1	133
	%	25.9%	27.3%	28.6%	10.0%	26.5%
Total	Count	147	337	7	10	501
	%	100.0%	100.0%	100.0%	100.0%	100.0%

The analysis conducted aimed to examine the relationship between time spent at work and marital status. The results, depicted in the table above, indicate that 49 percent of unmarried respondents reported spending 4-6 hours at their workplace, compared to 44.5 percent among married individuals, 42.9 percent among widows, and 50 percent among divorced participants.

Furthermore, the data suggests that 4.2 percent of married women spend up to 2 hours at their enterprise, slightly more than the 1.4 percent among unmarried women. However, it should be noted that the proportion of time spent at the workplace by widows and divorced individuals was not included in the analysis due to the limited number of respondents in these categories. Please refer to the table below for a detailed presentation of the analysis results.

Chi-Square Tests: Time Spent on Enterprise per Day and Marital Status

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	5.789 ^a	9	.761	.b		
Likelihood Ratio	6.828	9	.655	.683		
Fisher's Exact Test	5.484			.766		
Linear-by-Linear Association	.957 ^c	1	.328	.330	.177	.024
N of Valid Cases	501					
c. The standardized statistic is -.978.						

Based on the data in the table provided, it is evident that 9 cells have an expected count of less than 5. Therefore, Fisher's Exact Test will be used for interpretation. The results of Fisher's Exact Test, as shown in the table above, support the acceptance of the Null hypothesis. This implies that there is no significant association between the time spent on enterprise and marital status. In conclusion, it can be stated that the time spent on enterprise by women entrepreneurs is independent of their marital status. Moving on to the topic of understanding the association between time spent on enterprise and age, the following hypothesis has been established.

FINDINGS:

- The findings of the data analysis indicate several significant associations between variables related to women entrepreneurs in Coimbatore.

- First, there is a significant association between the registration of an enterprise and educational qualification. The analysis shows that women entrepreneurs with higher levels of education, such as post-graduates and graduates, are more likely to register their enterprise compared to those with lower levels of education.
- Second, there is an association between the age of the entrepreneurs and the registration status of their enterprise. The analysis reveals that women entrepreneurs in the age group of 31-40 years have a higher registration rate compared to entrepreneurs in other age groups.
- However, the analysis did not find a significant association between the time spent on the enterprise and marital status. This suggests that the time spent on the enterprise by women entrepreneurs is independent of their marital status.
- Overall, these findings provide valuable insights into the factors affecting the work-life balance of women entrepreneurs in the micro-enterprise sector of Coimbatore. These insights can guide policy-making, entrepreneurship development programs, and targeted interventions to create a supportive and empowering environment for women entrepreneurs in the region.

CONCLUSION:

In conclusion, this investigation into the role of technology adoption in enhancing work-life balance parameters for women micro entrepreneurs has shed light on several important factors affecting women entrepreneurs in Coimbatore. The findings have highlighted the relationship between education and enterprise registration, with higher levels of education increasing the likelihood of registration. Additionally, age has been shown to impact the registration status, with entrepreneurs in the middle age group being more likely to register their enterprise. However, there was no significant association found between time spent on the enterprise and marital status. These findings have significant implications for policy-making and entrepreneurship development programs in Coimbatore. By understanding the factors that impact work-life balance for women entrepreneurs, policymakers can create supportive environments and interventions that empower women entrepreneurs. This, in turn, can lead to increased success and well-being for women entrepreneurs in the region. Overall, this investigation has contributed to the academic field by providing insights into the challenges and opportunities faced by women entrepreneurs in Coimbatore. By recognizing the importance of technology adoption in enhancing work-life balance and addressing the specific needs of women entrepreneurs, we can create an inclusive and

diverse entrepreneurial ecosystem that drives innovation, economic growth, and societal change.

REFERENCES:

1. Brush, C. G., De Bruin, A., & Welter, F. (2009). A gender-aware framework for women's entrepreneurship. *International Journal of Gender and Entrepreneurship*, 1(1), 8-24.
2. Castillo-Canalejo, A. M., Gallego-Álvarez, I., & Sánchez-Cañizares, S. M. (2021). Advantages and disadvantages of teleworking: Micro, small and medium-sized enterprises vs. large enterprises. *Systems Research and Behavioral Science*, 1-14.
3. Kabeer, N. (2015). Gender equality and women's empowerment: A critical analysis of the third millennium development goal 1. *Gender & Development*, 23(2), 167-182.
4. Laiho, A., & Mollick, E. (2019). Is automation labor-displacing? Productivity growth, employment, and the labor share. *Journal of Monetary Economics*, 106, 1-1.
5. Marlow, S., & McAdam, M. (2020). Exploring work-life balance decisions in women entrepreneurs: A feminist narrative analysis. *International Small Business Journal*, 38(1), 70-95.
6. Pinkus, K. (2017). The power of innovation: How women are driving meaningful change. *Forbes*. Retrieved from <https://www.forbes.com/sites/forbescoachescouncil/2017/09/25/the-power-of-innovation-how-women-are-driving-meaningful-change/?sh=676dece56ade>
7. Sein, M. K., Henley, A., Dunse, N., Haklander, E., & Chhetri, P. (2020). Women entrepreneurs and digital technologies: Perspectives and future research directions. *Journal of Small Business Management*, 58(4), 818-842.
8. Shinnar, R. S., & Young, C. A. (2019). From dissatisfaction to hustle: The role of gender and work-life balance in predicting women's entrepreneurial intentions. *Journal of Business Venturing*, 34(6), 105909.
9. Wajcman, J., & Rose, E. (2011). Constant connectivity: Rethinking interruptions at work. *Organization Studies*, 32(7), 941-961.