

A Study on Quality of Worklife Among Women Entrepreneurs With Special Reference to Coimbatore City

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Abstract

The concept of Quality of Work Life (QWL) has gained significant attention in recent years, particularly in the context of women entrepreneurs who play a crucial role in economic development. This study explores the quality of work life among women entrepreneurs in Coimbatore City, focusing on factors such as work-life balance, job satisfaction, workplace challenges, and overall well-being. Through a combination of primary and secondary data, the research analyzes key determinants that influence the work-life quality of women entrepreneurs, including financial stability, family support, stress management, and professional growth opportunities. The study aims to identify challenges faced by women entrepreneurs and propose strategies to enhance their QWL. The findings provide insights into policies and practices that can improve the entrepreneurial ecosystem for women, fostering a more inclusive and supportive work environment.

Keywords: Quality of Work Life, Women Entrepreneurs, Work-Life Balance, Job

INTRODUCTION

Women entrepreneurs in Coimbatore face various challenges that impact their Quality of Work Life (QWL), including financial limitations, societal expectations, workplace stress, and difficulty in balancing personal and professional responsibilities. Despite these obstacles, many women have successfully established businesses across diverse sectors, contributing to economic growth and social change. Support systems such as family encouragement, government policies, and networking opportunities play a crucial role in enhancing their entrepreneurial journey. By addressing these challenges and improving work conditions, women entrepreneurs can achieve greater job satisfaction, productivity, and overall well-being, fostering a more inclusive business environment.

OBJECTIVES OF THE STUDY

- To identify the factors that influence women entrepreneurs.

HYPOTHESIS OF THE STUDY

Null Hypothesis (H_0): There is no significant relationship between [Age, Gender, Location, Education, Income level] and the entrepreneurial success of women entrepreneurs.

Alternative Hypothesis (H_1): There is a significant relationship between (Occupation) and the entrepreneurial success of women entrepreneurs.

REVIEW OF LITERATURE

- **Sharma, P. & Mehta, R. (2025) – "Financial Inclusion and Women Entrepreneurs in India"** This study explores the role of financial inclusion in empowering women entrepreneurs. It highlights the impact of digital financial services, microloans, and government schemes in enhancing business opportunities for women.
- **Gupta, S. & Reddy, K. (2024) – "Women Entrepreneurship and Digital Transformation"** The research examines how digital platforms and e-commerce have enabled women entrepreneurs to expand their businesses. It finds that social media, online marketplaces, and fintech solutions have significantly increased women's participation in entrepreneurship.
- **Kumar, V. & Banerjee, M. (2023) – "Policy Interventions and Their Impact on Women Led Businesses"** This study evaluates government policies such as the Stand-Up India Scheme and the Women Entrepreneurship Platform (WEP). It concludes that while policies have provided financial and mentoring support, challenges like societal norms and access to venture capital remain.
- **Das, R. & Srinivasan, L. (2022) – "Challenges Faced by Women Entrepreneurs in Emerging Markets"** The research identifies major challenges, including gender biases, limited networking opportunities, and difficulties in accessing credit. It suggests that targeted mentorship programs and skill development initiatives are crucial for overcoming these barriers.

RESEARCH METHODOLOGY

Research methodology in the study of women entrepreneurs focuses on understanding the unique challenges and opportunities they face in the workplace. It combines both quantitative methods, like surveys and statistical analysis, to measure aspects such as business performance and barriers, with qualitative approaches like interviews and case studies to explore personal experiences, motivations, and the impact of gender on entrepreneurial success. Researchers often examine factors such as access to resources, work-life balance, and societal expectations, while ensuring ethical standards such as informed consent and

confidentiality. This approach helps provide a comprehensive understanding of the hurdles women encounter and the strategies they employ to thrive in entrepreneurship.

TOOLS AND TECHNIQUES USED

- Simple percentage analysis
- Chi-square analysis

SIMPLE PERCENTAGE ANALYSIS

Women entrepreneurs contribute significantly to global business growth, particularly in service industries such as retail, health, and education, while their presence in technology and manufacturing remains comparatively lower. Despite their increasing numbers, they often face challenges such as limited access to funding, restricted networking opportunities, and societal barriers that can hinder business expansion. However, women-led enterprises continue to grow steadily, driven by innovation, resilience, and a focus on sustainability and social impact. With increasing support from governments, organizations, and financial institutions, more women are overcoming these challenges, leading to greater economic inclusion and empowerment in the entrepreneurial landscape.

$$\text{Simple percentage analysis} = \frac{\text{Number of respondents}}{\text{total number of respondents}} \times 100$$

CHI-SQUARE ANALYSIS

Chi-square analysis is useful in examining the relationship between age, income, and education among women entrepreneurs to determine whether these factors are independent or significantly associated. For instance, it can test whether income levels vary across different age groups or if education influences earning potential. By categorizing women entrepreneurs into age brackets, income levels, and education backgrounds, observed and expected frequencies are compared using the chi-square formula. A significant result would indicate that age impacts income, education affects earnings, or certain age groups attain higher education levels more frequently. This analysis helps identify patterns that can guide policies and support systems to enhance opportunities for women entrepreneurs.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

χ^2 = the test statistic \sum = the sum of
O = Observed frequencies E = Expected frequencies

LIMITATION OF THE STUDY

Studying women entrepreneurs comes with several limitations that can affect the accuracy and scope of the research. One key challenge is the availability of reliable data, as many women led businesses operate in the informal sector, making it difficult to track financial performance and growth. Additionally, sample bias can occur when studies focus mainly on urban or well-established entrepreneurs, overlooking those in rural areas or small-scale ventures. Sociocultural factors, such as gender norms, family responsibilities, and societal expectations, also influence entrepreneurial success but are often difficult to measure. Limited access to funding and financial transparency further complicates the analysis, as many women entrepreneurs struggle to secure investment or loans. Furthermore, external factors such as government policies and economic changes can impact women's businesses, making it difficult to isolate gender-specific barriers. Addressing these limitations requires more inclusive research approaches, broader data collection, and policy interventions that support diverse groups of women entrepreneurs.

ANALYSIS AND INTERPRETATION

FACTORS	LEVEL OF PREFERENCE		TOTAL
	LOW LEVEL OF PREFERENCE	HIGH LEVEL OF PREFERENCE	
AGE			
Below -25	9	21	30
25 – 30	27	42	69
31 – 55	18	22	40
Above-55	5	6	11
TOTAL	59	91	150
EDUCATION OF QUALIFICATION			
School level	6	15	21

Degree level	26	34	60
Professional	22	33	55
Diploma	5	9	14
TOTAL	59	91	150
MARITAL STATUS			
Married	21	38	59
Unmarried	38	53	91
TOTAL	59	91	150
NATURE OF FAMILY			
Nuclear	29	43	72
Joint	30	48	78
Total	59	91	150
AREA OF RESIDENCE			
Rural	29	35	64
Urban	30	56	86
Total	59	91	150
NO. OF MEMBERS IN THE FAMILY			
2 Members	6	9	15
3 Members	26	31	57
4 Members	19	38	57
Above 4 Members	8	13	21
TOTAL	59	91	150

FAMILY INCOME PER MONTH			
Below-20000	10	16	26
20001to 30000	12	24	36
30001to 40000	24	37	61
Above 40000	13	14	27
TOTAL	59	91	150

The analysis of preference levels among women entrepreneurs across various demographic factors reveals notable patterns. In terms of age, women aged 25–30 show the highest entrepreneurial preference (42 out of 69), followed by those aged 31–55 (22 out of 40), while women above 55 years have the lowest preference (6 out of 11). Regarding educational qualification, women with degree-level education (34 out of 60) and professional qualifications (33 out of 55) exhibit a higher preference for entrepreneurship than those with school-level education (15 out of 21) and diplomas (9 out of 14). When considering marital status, unmarried women (53 out of 91) show a higher preference for entrepreneurship than married women (38 out of 59), likely due to fewer family constraints and greater flexibility. The nature of family also influences entrepreneurial inclination, with women from joint families (48 out of 78) showing slightly higher preference levels than those from nuclear families (43 out of 72), possibly due to better financial and emotional support. The area of residence suggests that urban women (56 out of 86) have a stronger entrepreneurial preference than rural women (35 out of 64), likely due to better access to resources, funding, and networking opportunities. Regarding family size, women from households with 3 or 4 members (31 and 38, respectively) exhibit the highest entrepreneurial preference, while those from 2-member families (9 out of 15) and larger families with more than 4 members (13 out of 21) show lower preference levels, possibly due to limited support or increased responsibilities. In terms of family income, women from families earning ₹30,001–₹40,000 (37 out of 61) show the highest preference, followed by those in the ₹20,001–₹30,000 range (24 out of 36), while those earning below ₹20,000 (16 out of 26) and above ₹40,000 (14 out of 27) show lower interest. These findings indicate that young, educated, urban, unmarried, and mid-income women from joint families are the most likely to engage in entrepreneurship, emphasizing the role of education, financial stability, and family support in fostering entrepreneurial aspirations.

Further it is intended to test null hypothesis that there is no significant relationship between Socio economic profile and examine brand loyalty and consumer preference using chi-square.

PEARSON'S CHI-SQUARE				
Factors	Value	df	Signif	Result
Age	1.807 ^a	3	.613	Accepted
Education of Qualification	1.509 ^a	3	.680	Accepted
Marital Status	.570 ^a	1	.450	Accepted
Nature Of Family	.052 ^a	1	.820	Accepted
Area Of Residence	1.672 ^a	1	.196	Accepted
No. Of Members In The Family	1.819 ^a	3	.611	Accepted
Family Income Per Month	1.431 ^a	3	.698	Accepted

The p-values from the Pearson's Chi-Square test indicate that there is no significant association between preference levels and various demographic factors, as all values exceed the 0.05 significance threshold. Age ($p = 0.613$) and education qualification ($p = 0.680$) suggest that entrepreneurial inclination is not strongly influenced by these factors, meaning that younger or more educated individuals do not necessarily show a higher preference for entrepreneurship. Similarly, marital status ($p = 0.450$) and nature of family ($p = 0.820$) do not have a significant impact, indicating that being married or belonging to a nuclear or joint family does not determine one's entrepreneurial aspirations. Additionally, area of residence ($p = 0.196$) does not show a notable correlation, implying that living in an urban or rural area does not significantly affect preference levels. The number of family members ($p = 0.611$) and family income per month ($p = 0.698$) also do not exhibit a strong relationship with entrepreneurial inclination, suggesting that household size and financial background are not key determinants. Since all p-values indicate acceptance of the null hypothesis, the findings suggest that demographic factors alone do not play a crucial role in influencing women's entrepreneurial preferences. Instead, other factors such as personal motivation, experience, access to resources, and external opportunities may have a more substantial impact on shaping their entrepreneurial aspirations.

SUGGESTIONS

- **Access to Financial Support** – Women entrepreneurs should seek funding opportunities such as government grants, microfinance loans, and venture capital targeted at women-led businesses to overcome financial barriers.
- **Skill Development and Education** – Continuous learning through business training programs, mentorship, and networking events can help women entrepreneurs enhance their leadership, financial management, and marketing skills.
- **Work-Life Balance Strategies** – Developing effective time management strategies, delegating tasks, and leveraging technology can help women balance entrepreneurship with personal responsibilities.
- **Building Strong Networks** – Connecting with other entrepreneurs, joining women-focused business groups, and leveraging professional platforms can provide guidance, opportunities, and support in overcoming business challenges.

CONCLUSION:

Work-life balance remains a significant challenge for women entrepreneurs, influenced by factors such as family support, business type, financial stability, and the use of technology. Women with strong family backing and flexible business models find it easier to manage both professional and personal responsibilities. However, financial pressures and time constraints often lead to stress and burnout. Leveraging technology and adopting effective time management strategies can help improve work-life integration. To sustain entrepreneurial success, women need supportive ecosystems, strategic planning, and access to resources that promote both business growth and personal well-being.

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