



FACTORS INFLUENCING TO BECOME MOMPREENEURS: A STUDY WITH SPECIAL REFERENCE TO GOBICHETTIPALAYAM TALUK OF ERODE DISTRICT

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Abstract

Momprenuers are the homemakers who start a business from their house with their skills they get training from government for self-employment. Homemakers take traditional activities and non-traditional activities such as stitching, baking, parlours etc. This helps them to earn an income to stand on their feet. Multitasking, inventiveness, managing and working on a budget and problem-solving are just a few of the abilities of the mompreneurs. Against this background, the present study deals with the factors influencing to become mompreneurs in Erode District of Tamil Nadu. . For the present study 65 mompreneurs were selected by using simple random techniques and analysed with various tools like simple percentage, ranking technique etc.

Keywords: *Momprenueur, Entrepreneur.*

Introduction

In the early days, women were seen as wives who were intended to cook, clean and take care of their kids only. Soon enough society thought that women should have a bigger role than what other people thought women should have. Women went on strikes and marches to get rights equal to men in the society. Today's society gives freedom to women and enables them to make a contribution to the society. Today's modern women are creative and capable of achieving any task. Momprenuers multi-tasking women who can balance both the stresses of running a business as an entrepreneur and the time-consuming duties of motherhood at the same time. She is more over referred to as a female business owner who is actively balancing the role of mom and the role of entrepreneur. Mother in India has emerged as a force to reckon with in every possible field and is forging ahead with confidence.

In recent years, the rise of the mompreneurs trend has been gaining momentum with more and more mothers starting their own businesses while balancing the demands of parenting. This trend reflects a growing desire for women to have greater flexibility in their work and personal lives and to pursue professional goal that align with their passions. While becoming a mompreneurs can be challenging, it can also provide a sense of purpose and fulfilment beyond being a caregiver, as well as financial stability and control over one's own income. In this context, it is worth exploring the various factors that motivate women to become mompreneurs and the challenges they may face along the way.

Momprenueur

Term "Momprenuers" is formed as a blending of two words 'Mother' and 'Entrepreneur'. To make brief the functions of a mother as an entrepreneur, Momprenuers is one who balances both the stresses of running a business as an Entrepreneur and the time consuming duties as a mother at the same time.



Review of Literature

Aisyah1, Arif Qaedi Hutagalung, Fivi Rahmatus Sofiyah (2021) concluded that Indirectly self-efficacy, self-esteem, innovation orientation, market orientation affects positively and significantly to the mompreneur performance through the commitment to entrepreneurship and suggested that required more support of the government in order to attempt mompreneur also be more survive in the future.

Deepalakshmi (2019) concluded that the Government and planners must formulate such type of policies through which women entrepreneurship get success they have achieved recognition and are making valuable contribution.

Objectives of the Study

To study the factors influencing to become mompreneurs.

Research Methodology

Erode District is one of the major districts in Tamil Nadu. The primary data have been collected by using random sampling method. For this present study 65 mompreneur have been selected from the Erode district and analysed with various tools like simple percentage, Ranking technique etc.

Analysis and Interpretation

Motivating Factors To Become Entrepreneur:

While making an analysis various factors to become entrepreneur were found such as passion, for supporting family, financial crisis and social status. The number of respondents considered for these kinds of have been presented below in Table.

**Table
 Motivating Factors To Become Entrepreneur**

S, No	Types of group	No. of Respondents	Percentage
1.	Passion	15	23
2.	For supporting family	22	34
3.	Financial crisis	22	34
4.	Social status	6	9
	Total	65	100

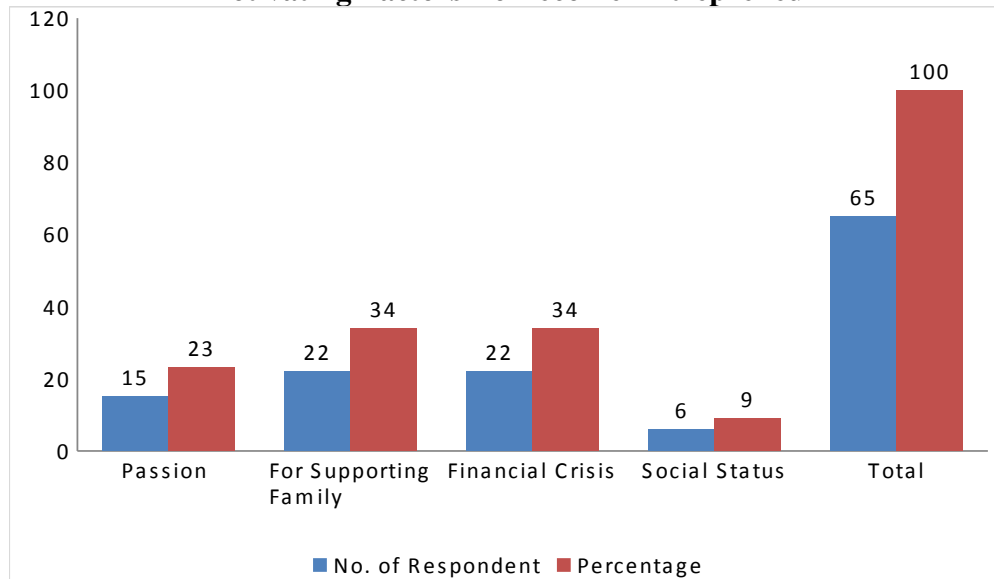
Sources: Primary Data

Table shows that motivating factor to become entrepreneur 34% of sample groups for supporting family, 34% of sample groups for financial crisis, 23% of sample groups for passion, 9% of sample groups for Social status.

It is concluded that the above analysis that majority (34%) of them sample groups are supporting family and financial crisis.



Chart
Motivating Factors To Become Entrepreneur



Percentage Analysis

The Table shows the various factors that influenced the respondent to start and run their own business.

Table
Factors That Influenced the Respondents to Start Their Business

S. No	Types of group	No. of Respondents	Percentage
1.	Passion	15	23
2.	For supporting family	22	34
3.	Financial crisis	22	34
4.	Social status	6	9
	Total	65	100

The above table shows that 34% of them sample respondents have considered for supporting family and financial crisis as the main factor that influenced them to start their own business, 23% of sample respondents have started their own business as their passion, 9% of sample respondents have started their own business so as to achieve social status in the society.

Hence, most (34%) of them sample respondents have considered for supporting family and financial crisis as the main factor that influenced them to start their own business.



Sources of Investment To Start Business

The Table shows that various sources of investment to start their business.

Table, Sources of Investment

S. No	Sources	No. of Respondents	Percentage
1.	Self Saving	20	31
2.	Bank loan	9	14
3.	Funds from family members	12	19
4.	Personal money lender	6	9
5.	Friends and Relatives	12	18
6.	Pledged loan	6	9
	Total	65	100

The Table shows that classification of response on the basis of source of investment, 31% of the sample respondents main sources of investment is self saving, 19% of the sample respondents are with the sources of funds from family members, 18% of the sample respondents with the sources of friends and relatives, 14% of the sample respondents with the sources of Bank loan, 9% of them are Personal money lender and sources of investment from Pledged loan.

It is concluded from the above analysis that majority (31%) of the sources of investment with the sample respondents are self-saving.

Suggestion and Conclusion

Momprenuers are gaining momentum all over the world especially after financial sector reforms. The globalisation has really become an undeniable reality. It is good time that the government and planners must formulate such type of policies through which women entrepreneurship get success they have achieved recognition and are making valuable contribution.

The government must initiate to develop the ideas of women and give them more financial support to start their own enterprise. There is many families who follow only traditional culture and they do not accept the new changes so many women do not get opportunities to be independent and they are not financially stable.

References

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