

Female owners in Home Based Business and their Work Life Balance: A study in Tanjore district

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Abstract

The presence of Gender differences in the experience of has been dependent upon ongoing discussion. Contemporary examination on work life balance and large recommends that people insight at serious levels. Larger part of this examination researches direct connections just nonetheless; distributed examinations of the directing impact of sex are scant. The significance or striking nature of Home based Business is likewise conjectured to impact work life balance, including conflict. Nonetheless, from past investigations independent work striking nature is normally overlooked in work life balance research. The current research addresses these over sights by investigating the importance of Home Based businesses which could form effective Work-Family Balance. A total of 100 Home based Business Female owners in Tanjore district are rated towards their perceptions of work and family roles. The implications of these findings for Work-Life balance were discussed here.

Keywords: Gender, work-family conflict, Work life balance, Home based business

Introduction

Work life balance is the act of giving drives intended to make a more adaptable, strong workplace, empowering representatives to zero in on work errands while at work. It includes making the culture more supportive, adding programs to meet life event needs, ensuring that policies give employees as much control as possible over their lives and using flexible work practices as a strategy to meet the dual agenda--the needs of both business and employees. "Work-life effectiveness is a specific set of organizational practices, policies, programs and a philosophy that recommends aggressive support for the efforts of everyone who

works to achieve success both at work and at home. In recent times, the number of women-owned businesses has risen considerably and, according to Loscocco and Smith-Hunter (2004,p.164) women are “becoming entrepreneurs at a more than proportionate rate compared to men”.

The social norms still expect men to focus on careers, and women to focus on caring the family (Biggs and Brough, 2005; Buttner and Moore, 1997; Haar and O Driscoll, 2005; Raskin, 2006). For most employees, going to work is a necessary evil, something that has to be done every day. For a select few, however, their careers are their calling. They believe in what they do and it gives them a sense of purpose. In their search for these "super employees," companies are looking for ways to provide a better quality of work life.

The quality of work life is explained as the extent to which employees can enhance their personal life through their work and their environment. To businesses, this translates into how their staff's professional responsibilities affect their personal lives. The quality of life has become a major focus as companies realize the effect professional stress has on the quality of work and office morale.

Review of literature

In attempting to create a fair work and life balance, organizations should consider the effect of the job on the family, the level and type of stress the job produces, and the ultimate career goal of the individual employee. Where household incomes are inadequate, owning and operating a business offers women a way to help supplement the family budget (Bruni et al., 2004).

For women searching for self-fulfillment outside of the family sphere, business ownership is often an “emancipatory” vehicle to escape unpaid home labour, to build a sense of self-worth and to be self-determining (Buttner and Moore, 1997; Jurik, 1998; Maysami and Goby, 1999). Some companies have addressed this by allowing telecommuting, flex schedules or job sharing in lieu of longer hours or increased responsibility.

A consequence for women, who work the same number of hours as men, whilst doing the overwhelming majority of child rearing and household work, is that they tend to be more prone to role

overload (Posig and Kickul, 2004). Overall however, perhaps the greatest attraction of a home-based business for women is the ability to accommodate their gendered-roles as career and homemaker with that of being employed (Baines and Gelder, 2003; Earles et al., 2006; Loscocco and Smith-Hunter, 2004; Walker and Webster, 2004).

Research Methodology

The key objective of this study is to identify the factors influencing women owners in home based business. To achieve this objective, following methodology has been adopted in this study. The research sample consisted of women respondents owning Home Based Business in Tanjore district. The respondents were identified randomly from the list of persons who received loan from select banks in Tanjore district for doing home based business. Research participation was voluntary and anonymous. Respondents were given a self-explanatory questionnaire with different types of questions that measure their personal details and the reason for doing home based business. The data were coded and analyzed in the following pages.

Data Analysis and Interpretation

To identify the factors which motivates home based business ownership (Without Dependent).

Factor analysis is a method of reducing data complexity by reducing the number of variables. With regard to the factors, that motivate the home based business ownership, a total of 14 variables (Elizabeth et al. 2008) were used in this study. The result of the factor analysis was obtained by principle component analysis with varimax rotation. It is obvious from the table that the rotated component matrix for the respondents shows the extraction of five factors.

Table-1: Factor analysis of Motivations for Home based business ownership: Operators without Dependants

Statements	Factors				
	1	2	3	4	5
To make lots of money	.796				
To achieve financial security	.729				
Because my type of business does not require commercial premises		.846			
Because I want to stay small so I do not need big premises		.835			
Because I am just starting and want to test the market first			.718		
To do work that I really enjoyed			.681		
To balance work and family responsibilities				.823	
For a more flexible life style				.718	
To keep myself employed					.799
Because of the lack of opportunities for advancement in my previous job					.676
Eigen Values	2.223	2.140	2.016	1.771	1.386
Percentage of Variance	15.87	15.28	14.40	12.64	9.93
Cumulative percentage	15.87	31.16	45.56	58.21	68.11

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 8 iterations.

The respondents considered many factors which motivate them to do the home based business. The items such as 'to make lots of money', 'to achieve financial security' have grouped under first factor. The table shows that items 1 and 2 have loadings of 0.796 and 0.729 on factor 1. Because of the common nature

of these items, it has been named as **financial motivation**. To survive in the present competitive world every human wants to earn money. The availability of funds from various resources like loans from banks, financial institutions etc, initiate them to do the business. Due to the technological revolution tiny business people are in need to prove their efficiency by selling their product, win the competition and earn more profit. By doing this home based business they were earning more money, which help them to survive in their life and financially they were secured.

The items such as ‘because my type of business does not require commercial premises’, ‘because I want to stay small so I do not need big premises’ have grouped under second factor with the factor loadings of 0.846 and 0.835 respectively, and named it as **business premises motivation**. Among various business needs, premises are considered as a salient motivator for home based business, because it does not require commercial premises. Allocating sufficient premises for starting a business is the preliminary problem in initial stage. In home based business the activities like storage of raw materials, point of selling, maintaining finished goods do not require bigger space. In this region the finished products such as copper ornaments, furniture, etc were dispatched by the users immediately.

The third factor comprises items such as ‘because I am just starting and want to test the market first’ and ‘to do work that I really enjoyed’ with the factor loadings of 0.718 and 0.681 respectively and named as **work enjoyment motivation**. Individual involvement is necessary for doing any business. Especially in the home based business the involvement level will be high among the respondents. Because the business developed by them is, the output of their own thought/interest/ideas. And also many numbers of innovative products were identified through this type of home based business. Here respondents ideas converted as business which results better profit, through that they are enjoyed a lot buy doing the business.

The fourth factor comprises items such as ‘to balance work and family responsibilities’ and ‘for a more flexible life style’. The table shows that items 7 and 8 have loadings of 0.823 and 0.718 on factor 4. Because of the common nature of these items, it has been named as **work life balance motivation**. Normally people play a dual role in their life. First, work role is seeking the better financial position to run their life in a secured manner. Second, they have to accomplish their domestic responsibilities towards their dependents

in a smoother way, which paves way for balanced life. Respondents felt that home based business will develop/improve their lifestyle. If they were financially well settled, their status in society will be developed.

The fifth factor comprises items such as ‘to keep myself employed’ and ‘because of the lack of opportunities for advancement in my previous job’. The table shows that items 9 and 10 have loadings of 0.799 and 0.676 on factor 5. Because of the common nature of these items, it has been named as **necessity motivation**. As an employee of a concern plenty of people are suffering by the lack of opportunities for their career advancement. Such types of people choose self employment as a tool for their success. By doing home based business respondents feel that they were financially secured and at the same time their career will also be advanced.

Conclusion

Home based business is the right option for women because they need not leave their home and also it will create a way to earn money, so that they can balance their work life. However, in certain cases, women may not earn more money, but doing so will have some satisfaction of accomplishing domestic responsibilities rather keeping idle. It is observed from the study that the commitments for dependent women are more in their family as well as in their business, but they are not giving preference for earning. Generally, to have better work life balance, home based business is the right choice for women than men.

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