

Problems and Prospects of Homepreneurs: A Study with Special Reference to Madurai City

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Abstract: This study focuses on the problems and prospects of homepreneurs with special reference to Madurai city. Homepreneurs, especially women, are playing an important role in local economic development by managing small-scale businesses from home. The study highlights the major challenges they face, such as lack of financial support, limited awareness of government schemes, and time constraints. At the same time, it also explores the factors that help them succeed, including family support and the use of social media. Primary data was collected from 120 respondents using a structured questionnaire. The findings reveal key areas where support systems can be improved to help homepreneurs sustain and grow their businesses. Based on the analysis, suggestions have been given to strengthen training, financial access, and promotional support for these entrepreneurs.

Keywords: Homepreneurs, Women Entrepreneurs, Marketing Challenges, Financial Support, Awareness Level, Madurai City

Introduction

In recent years, the concept of home-based entrepreneurship, often referred to as “homepreneurship,” has gained momentum across India. With increasing access to technology, flexible work culture, and the desire for financial independence, many individuals—especially women—are turning their skills into income-generating ventures from home. Homepreneurs play a growing role in local economies, balancing personal and professional responsibilities while contributing meaningfully to household income.

Madurai, a city known for its cultural richness and traditional skills, has seen a rise in such home-based ventures. From tailoring and catering to art, crafts, and online businesses, homepreneurs in Madurai are making their mark. However, they continue to face several challenges such as limited access to credit, lack of marketing knowledge, time constraints, and inadequate exposure to training and development opportunities.

This study aims to explore the problems faced by homepreneurs in Madurai, as well as the prospects that encourage their growth and sustainability. Understanding their challenges and identifying potential support systems can help policymakers, NGOs, and financial institutions to strengthen their contribution to local economic development.

Statement of the Problem

Homepreneurs are emerging as a vital segment of grassroots entrepreneurship, especially among women who seek to balance income generation with household responsibilities. While these ventures offer flexibility and a path to empowerment, many home-based entrepreneurs operate in an informal, unsupported environment. They often lack awareness of legal formalities, access to proper funding, and structured guidance in areas like marketing, pricing, and customer engagement.

Most homepreneurs face limitations such as insufficient financial support, lack of training in modern business practices, and minimal digital exposure. Many rely on word-of-mouth marketing, struggle to scale their businesses, and remain unaware of government schemes available to them. These ongoing challenges restrict their growth, limit income potential, and prevent them from becoming sustainable contributors to the local economy. This study seeks to identify and address these critical issues.

Significance of the Study

This study holds significance as it highlights the challenges and opportunities faced by homepreneurs, providing insights that can benefit multiple stakeholders. For entrepreneurs, it helps in understanding the gaps in financial access, skill development, and market exposure. For society, promoting home-based businesses can lead to increased self-employment, especially for women, thereby contributing to inclusive economic growth. For consumers, encouraging local home-based products ensures access to affordable, customized goods and services.

Scope of the Study

The present study is geographically confined to Madurai city, which has a growing number of home-based entrepreneurs engaged in traditional and modern business activities. Madurai was chosen because of its strong presence of self-employed individuals, cultural heritage in crafts, and emerging support for women-led ventures. The subject scope of the study includes identifying the challenges faced by homepreneurs such as limited financial access, lack of business training, and weak marketing networks. It also aims to assess the prospects for their growth and sustainability, highlighting the need for support from institutions and policymakers.

Objectives of the Study

- ◆ To identify the major problems faced by homepreneurs in managing and growing their home-based businesses.
- ◆ To assess the level of awareness about financial assistance, training programs, and marketing tools among homepreneurs.
- ◆ To examine the factors that influences the sustainability and success of home-based entrepreneurship.
- ◆ To suggest practical measures to improve support systems for the development of homepreneurs.

Research Methodology

The study follows a descriptive research design to understand the problems and prospects of homepreneurs. Both primary and secondary data were used for the analysis. Primary data was collected through a structured questionnaire, while secondary data was gathered from journals, reports, and online sources. The sampling method adopted was simple random sampling to ensure fair representation. A total of 120 homepreneurs from Madurai city were selected as the sample size for the study. Statistical tools such as percentage analysis, weighted average, and ranking method were used to analyze and interpret the data.

Limitation of the study

- ✱ The study is limited to homepreneurs in Madurai city only, so the findings may not apply to other regions.
- ✱ The sample size is small and may not fully represent all types of home-based businesses.
- ✱ The responses are based on self-reporting, which may involve personal bias or limited awareness.

Problems faced by homepreneurs

Table No.1
Problems faced by homepreneurs

Problems	Mean Score	Result
Difficulty in accessing financial support	4.45	Highly agreed
Lack of marketing knowledge	4.30	Highly agreed
Time constraints due to family responsibilities	4.15	Agreed
Limited awareness of government schemes	4.05	Agreed
Lack of digital skills for online selling	3.95	Moderately agreed
Low confidence in pricing and customer handling	3.80	Moderately agreed
Poor access to training or business workshops	3.70	Moderately agreed

Source: Computed Data

The analysis shows that most homepreneurs strongly agreed they face difficulty in accessing financial support (4.45) and lack of marketing knowledge (4.30). Time constraints due to family responsibilities (4.15) also impact their business growth. Many respondents agreed they have limited awareness of government schemes (4.05) and lack digital skills (3.95). Issues like low confidence in pricing (3.80) and poor access to training (3.70) were also reported.

Level of awareness

Table No. 2
Level of awareness

Particulars	Aware	Not aware
Government loan scheme	46 (38%)	74 (62%)
Training programs for business	54 (45%)	66 (55%)
Marketing tools (flyers, ads)	72 (60%)	48 (40%)

Social media promotion	84 (70%)	36 (30%)
Online selling platforms	62 (52%)	58 (48%)

Source: Primary Data

The table shows that most homepreneurs are aware of social media promotion (70%) and basic marketing tools like flyers and ads (60%), indicating good exposure to informal marketing channels. However, awareness is low for government loan schemes (38%) and training programs (45%), which highlights a lack of knowledge about formal financial and skill-building support. Nearly half of the respondents (48%) are also unaware of online selling platforms, showing the need for digital literacy and awareness programs to help homepreneurs grow in a competitive market.

Factors influence the sustainability and success of home-based entrepreneurship

Table No. 3

Factors influence the sustainability and success of home-based entrepreneurship

Factors	Mean Score	Result
Family support and encouragement	4.50	Strongly agreed
Regular customer base	4.35	Highly agreed
Digital awareness and use of social media	4.10	Agreed
Time management skills	3.95	Moderately agreed
Access to basic business knowledge	3.85	Moderately agreed

Source: Computed Data

The analysis shows that family support (4.50) and a regular customer base (4.35) play a major role in helping homepreneurs sustain and grow their businesses. Digital awareness (4.10) is also seen as important, especially for promoting products online. However, some respondents moderately agreed that they need better time management (3.95) and basic business knowledge (3.85) to achieve long-term success.

Measures to improve support systems

Table No. 4

Measures to improve support systems

Measures	No. of respondents	Percentage
Conducting regular training programme	36	30
Easy access to small business loans	30	25
Awareness camps on government schemes	24	20
Guidance on online marketing and social media tools	18	15
Local exhibitions and product promotions support	12	10
Total	120	100

Source: Primary Data

The analysis shows that 30% of homepreneurs preferred regular training programs to improve their skills. 25% chose easy loan access, while 20% wanted awareness camps. A smaller percentage suggested digital marketing guidance (15%) and promotion support through local exhibitions (10%). This highlights the need for both knowledge-based and financial support systems.

Findings & Recommendation

The study found that the most common problem faced by homepreneurs is lack of financial support, with a high agreement level (mean score: 4.45). Among success factors, strong family support (4.50) and a regular customer base (4.35) were key to sustaining their businesses. In terms of awareness, most homepreneurs were familiar with social media promotion (70%), while awareness of formal support systems like government loans remained low (38%).

Homepreneurs should be given regular training to improve their business skills. Loan procedures must be made simpler for easier access to funds. Awareness programs about government schemes and online tools should be conducted. Support for local marketing and product promotion will also help them grow their business with confidence.

Conclusion

The study shows that homepreneurs in Madurai face many challenges, especially in getting financial help and knowing about support schemes. At the same time, strong family support and the use of social media help them manage and grow their businesses. Though their journey is not easy, with the right support and guidance, they can become successful and stable contributors to society and the local economy. As the study was limited to Madurai city, future research can explore other regions, compare different districts, or focus on specific types of home-based businesses. It can also assess the long-term impact of government schemes on the growth of homepreneurs.

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