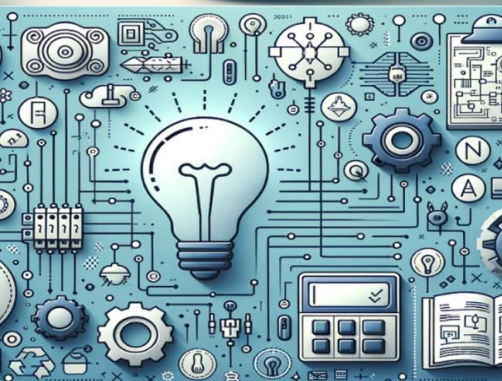


International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206

Volume 8, Issue 4, April 2025



A Study on Quality Work – Life Balance among Women Entrepreneurs with Special Reference to Boutique in Coimbatore City

Ms. V. Preethika¹, R. Priyadharshini²

Assistant Professor, Department of Corporate Secretary ship with CA Dr. N.G.P. Arts and Science College,
Coimbatore, India

Department of Corporate Secretary ship with CA, Dr. N.G.P. Arts and Science College, Coimbatore, India

ABSTRACT: This study examines the Quality of Work-Life Balance (QWLb) among women entrepreneurs in Coimbatore's boutique industry. It explores challenges in balancing business and personal life while maintaining well-being and job satisfaction. Key factors such as financial stability, family support, time management, and workplace flexibility are analyzed. Using a mixed-method approach, data from boutique owners through surveys and interviews provide insights into strategies for improving QWLb and recommendations for sustainable entrepreneurship.

KEYWORDS: Work-Life Balance, Personal life, Job satisfaction, Entrepreneurship, Workplace flexibility.

I. INTRODUCTION

Entrepreneurs play a crucial role in any economy, possessing the skills and initiative to transform innovative ideas into successful business ventures. However, educated Indian women still face significant obstacles in achieving equal rights and opportunities due to deeply ingrained societal traditions and male-dominated socio-psychological factors.

Women entrepreneurs are individuals or groups of women who initiate, manage, and operate business ventures. They take on multiple responsibilities, including exploring new business opportunities, undertaking risks, introducing innovations, coordinating resources, and leading business operations effectively. The increasing presence of women entrepreneurs is contributing to economic growth worldwide, as their hidden potential continues to gain recognition within society.

II. REVIEW OF LITERATURE

Gupta et al. (2014) examined the challenges faced by women entrepreneurs in achieving work-life balance. The study found that women entrepreneurs prioritize family responsibilities over business needs due to societal expectations and limited access to resources. This leads to conflicts between work and family life, affecting their overall wellbeing. The study highlights the need for support systems and resources to help women entrepreneurs achieve work-life balance. This is particularly relevant for women entrepreneurs in the boutique industry, where long hours and high stress are common.

Bhardwaj (2017) explored women entrepreneurship in India, focusing on the boutique industry. The study revealed that the boutique industry is a growing sector, with many women entrepreneurs starting their own businesses. However, they face challenges such as limited resources, competition, and societal expectations. The study highlighted the importance of support systems and resources for women entrepreneurs to achieve work-life balance and succeed in the boutique industry. This study provides valuable insights into the opportunities and challenges faced by women entrepreneurs in the boutique sector.



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

Kumar et al. (2018) examined the relationship between work-life balance and burnout among women entrepreneurs in India. The study found that women entrepreneurs in the boutique industry experience high levels of stress and burnout due to long working hours, family responsibilities, and limited support systems. The authors emphasized the need for women entrepreneurs to prioritize self-care, set boundaries, and seek support to achieve work-life balance and reduce burnout. This study highlights the challenges faced by women entrepreneurs in the boutique industry and the Importance of achieving work-life balance.

Rani (2017) examined the impact of societal expectations on work-life balance among women entrepreneurs. The study found that women entrepreneurs face significant challenges in balancing work and family responsibilities due to societal expectations and stereotypes. The authors emphasized the need for women entrepreneurs to receive support from family and society to achieve work-life balance. This study highlights the importance of addressing societal expectations and stereotypes that hinder women entrepreneurs' ability to balance work and family responsibilities, particularly in the boutique industry. Family support is crucial for achieving work-life balance.

III. STATEMENT OF THE PROBLEM

This study aims to investigate and analysis the quality of work-life balance experienced by women entrepreneurs in Coimbatore city. It focuses on identifying the challenges and factors that influence their work-life balance, job satisfaction, and overall well-being in the context of their entrepreneurial ventures. The research seeks to understand the unique difficulties faced by women entrepreneurs in Coimbatore and explore potential strategies and support mechanisms to enhance their quality of work-life balance. Ultimately, these efforts aim to contribute to their success and the region's economic development.

IV. OBJECTIVES OF THE STUDY

1. To Assess work-life balance factors among women entrepreneurs in Coimbatore.
2. To Analysis challenges faced by women entrepreneurs in achieving work-life balance.
3. To Examine the role of family support in enhancing work-life balance.
4. To analysis the effects of work-life balance on physical and mental well-being.
5. To explore the relationship between work life balance and health outcomes.

V. RESEARCH METHODOLOGY

DATA COLLECTION

Data was collected through both primary and secondary data sources.

PRIMARY DATA

A primary data is a data, which is collected for the first time for a particular interest to collect more information. In this study, the primary data was collected using questionnaire.

SECONDARY DATA

Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study secondary data was collected from different sources like newspaper, magazines, journals, books and websites.

RESEARCH DESIGN

A research design is purely and simply a basic framework or plan for a study that guides the collection of data and analysis of the data. In this study we adopted descriptive research design in collecting and analyzing the data.

SAMPLING DESIGN For the purpose of analysis, the data has been collected from 120 customers from the selected convenient samples respondents in Coimbatore city. The convenient sampling designed in this research is based on the survey method & snow ball method.



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

SAMPLE SIZE: The study of 120 response was chosen for the study.

AREA OF THE STUDY This study is conducted within the Coimbatore city.

VI. TABLE

SIMPLE PERCENTAGE ANALYSIS

WOMEN ENTREPRENEURS SPENDING TIME FOR THEIR BUSINESS

RANGE OF HOURS	NO.OF. RESPONDENTS	PERCENTAGE (%)
Less than 4 hours	21	18
4-6 Hours	51	43
6-8 Hours	36	30
More than 8 hours	12	10
TOTAL	120	100

(Source: Primary data)

INTERPRETATION: Table 4.1.5 shows 18% of the respondents are spent time for their business less than 4 hours, 43% of the respondents are spent time for their business up to 4-6 hours, 30% of the respondents are spent time for their business up to 6-8 hours, 10% of the respondents are spent time for their business up to more than 8 hours.

INFERENCE:

The maximum 43% of the respondents are spent time for their business up to 4-6 hours.

FINDINGS

INTERROGATIONS	RESPONSE	FREQUENCY	PERCENTAGE
Age	18-25	79	66.8
	26-35	31	25.8%



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

	36-45	10	8.3%
	46 and above	-	-
	Total	120	100%
Marital status	Married	33	27.5%
	Unmarried	87	72.5%
	Total	120	100%
Education qualification	No formal education	8	6.7%
	primary	26	21.7%
	Secondary	28	23.3%
	Graduate and above	58	48.3%
	Total	120	100%
Annual Income	Rs.150,000 - Rs.300,000	62	51.5%



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

	Rs.300,000 - Rs.500,000	46	38.3%
	Rs.5,00,000 And above	12	10%
	Total	120	100%
What strategies do you use to manage time between work and personal life?	Scheduling and planning	49	40.8%
	Delegating tasks	45	37.5%
	Limiting work hours	25	20.8%
	No	1	0.8%
	Total	120	100%
What support systems do you have in place for managing your business?	Family support	48	40%
	Hired help	40	33.3%
	Business partners	24	20%
	None	8	6.7%
	Total	120	100%
How do you handle emergencies that affect either	Prioritize business	22	18.3%



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

your business or	Prioritize personal life	76	60%
personal life?	Seek external help	26	21.7%
	Total	120	100%
What specific business demands hinder your work life balance?	Long hours	21	17.5%
	Client Expectations	56	46.7%
	Financial targets	43	35.8%
	Total	12	100%
In what ways does your family support you in managing household responsibilities?	Cooking	22	18.3%
	Childcare	19	15.8%
	Financial support	58	48.3%
	Emotional support	20	16.7%
	All of them	1	0.8%
	Total	120	100%



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

Do your family members provide emotional support during stressful times?	Always	28	23.3%
	Often	17	14.2%
	sometimes	54	45%
	Rarely	19	15.8%
	Never	2	1.7%
	Total	120	100%

VII. SUGESSTIONS

1. Women entrepreneurs in the boutique industry should be provided with flexible work arrangements, such as telecommuting or flexible hours, to balance their work and family responsibilities.
2. Women entrepreneurs should receive support from their families and spouses to manage their work and family responsibilities.
3. Women entrepreneurs should prioritize self-care, including exercise, meditation, and spending time with loved ones, to reduce stress and improve their physical and mental health.
4. Women entrepreneurs should connect with other women entrepreneurs through networking and support groups to share experiences and advice.

VIII. CONCLUSION

This study on work-life balance among women entrepreneurs in Coimbatore's boutique industry highlights their challenges in balancing work and family responsibilities. Key findings suggest the need for flexible work arrangements, family support, self-care, networking, policy assistance, employee support, technology use, time management, and boundary setting.

The research contributes to existing literature and offers insights for policymakers and support organizations to enhance women's entrepreneurial success. Promoting entrepreneurship in the boutique sector can drive economic empowerment and social well-being.



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |

www.ijmrset.com