

AN EMPIRICAL STUDY ABOUT SOCIO-ECONOMIC CONDITIONS AND MARKETING STRATEGY OF HOMEPRENEURS IN THOOTHUKUDI CITY

Muthurathi.H *, and A. Saleth Mary Vetrisevi

Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

Affiliated to Manonmaniam Sundaranar University, Thirunelveli, Tamil Nadu, India

ABSTRACT:

An Empirical study about socio-economic conditions and marketing strategy of homepreneurs in thoothukudi city is the topic taken for research. The objectives of the study are to examine the socio-economic profile of homepreneurs in Thoothukudi, including their demographic characteristics, education, income and occupation, to identify the marketing strategies adopted by homepreneurs in Thoothukudi, including their product offering, pricing, promotion and distribution channels, to investigate the challenges faced by homepreneurs in Thoothukudi, including access to finance market competition and regulatory hurdles, to examine the role of technology in enabling homepreneurs in Thoothukudi to market their products and services effectively, to identify the support systems available to homepreneurs in Thoothukudi, including government initiatives, training program and mentorship schemes, to provide recommendations for policymakers, support organizations and homepreneurs themselves to improve the marketing strategic and socio economic conditions of homepreneurs in Thoothukudi. Primary and Secondary data was used in this study to collect data. The purposive sampling technique is adopted to select 120 respondents who are homepreneurs in city. The research highlights the importance of targeted financial support, training programs, and policy interventions to sustain and scale home- based businesses. Addressing gender disparities and enhancing resource accessibility will further empower homepreneurs, fostering inclusive economic growth. The findings serve as a foundation for future research on sustainable entrepreneurship model tailored to evolving socio-economic landscape.

KEYWORDS

Homepreneurs, Socio-economic conditions, Marketing strategy, Income levels and Social media marketing.

INTRODUCTION

The rise of entrepreneurship has transformed the economic landscape of India, with a growing number of individuals opting to start their own businesses. Homepreneurship, in

particular, has emerged as a significant trend, with many entrepreneurs operating small-scale businesses from the comfort to their own homes. Thoothukudi city, a coastal urban center in Tamilnadu, India, has witnessed a surge in homepreneurial activity in recent years, driven by factors such as increasing internet penetration, growing demand for local products and services, and the need for supplemental income.

In recent years, home-based entrepreneurship, popularly known as "homepreneurship," has emerged as a significant economic contributor, particularly in developing nations like India. This trend has been driven by various factors, including advancements in technology, the growth of e-commerce platforms, and the desire for flexible working conditions. Thoothukudi, often referred to as the "Pearl City" of Tamil Nadu, is known for its vibrant entrepreneurial culture, with many individuals turning to home-based businesses as a means of livelihood. This study aims to bridge this knowledge gap by exploring the socio-economic conditions and marketing strategies of homepreneurs in Thoothukudi city.

REVIEW OF LTERATURE

Dr. Manisha Sandip Shirsath (2022)¹Women Homepreneurship: Emergence of New Opportunities to become own boss in the business entrepreneur who operates from home is called as Homepreneur. Every person who is willing to work but cannot go outside and started his/her business from home itself is known as homepreneur. Nowadays, most of the women have become financially independent because of work from home concept. During Covid-19 period many of the women have lost their only support of the family is that the financial supporter of the family due

¹ Dr.Manisha Sandip Shirsath (2022) Women Homepreneurship:

Emergence of New Opportunities to become own boss ISSN 2277-7067
to which they were helpless at the start but later on they paced up themselves and used their skills as their strengths and started working and giving services from home.

Nair, Salini B and Aithal, P. S. (2023)²Impact of Digital Transformation Marketing Strategies on Homepreneur Business Practices in Kerala in this study the Home-based businesses are now recognized and valued as an important aspect of the microscale

business sector, resulting in an increased proportion of business start-ups. Technological advancements, particularly digitalization in the business world, have reimagined the term "homepreneur" in India. The researcher endeavors to analyze awareness about the concept of homepreneurs, the interrelationships between and factors contributing towards the effectiveness of digital transformation marketing strategies in homepreneur business in the districts of Mid – Kerala.

Ashlin Dsouza, & Niyaz Panakaje (2023)³ Factors Affecting Women Entrepreneurs' Success: A Study of Small and Medium-Sized Enterprises – A Review About the economy has been booming drastically. Multiple studies stand as shreds of evidence for the incompetent level of entrepreneurs in modern times amongst the chauvinistic group of people showing affection towards 9 to 5 job dominance and upbringing. The study focuses on analyzing different factors contributing to the booming of business performances and studying the research gap in this context.

Mohd Noor, Nurul Hidayana and Omar (2024)⁴ Analyzing training need of women homepreneurs: a pre-development of business workshop/ Nurul Hidayana Mohd Noor the women have played a significant role in the country's economic development. The objectives of the business workshop are to provide understanding and knowledge of starting and managing a business. The training development process is adapted from the ADDIE Model, which contains five phases: analysis, design, development, implementation, and evaluation. This study aims to analyze the training needs required by women homepreneurs. This study uses a qualitative approach, using interview techniques through purposive sampling. The study results deliver new

²Nair,SaliniBandAithal,P.S.(2023)Impact of Digital Transformation Marketing Strategies on Homepreneur Business Practices in Kerala ISSN: 2581-6012

³Ashlin Dsouza, & Niyaz Panakaje (2023) Factors Affecting Women Entrepreneurs' Success: A Study of Small and Medium-Sized Enterprises - A Review IJCSBE.2581.6942.0260

⁴Mohd Noor, Nurul Hidayana and Omar (2024) Analyzing training need of women homepreneurs: a pre-development of business workshop / Nurul Hidayana Mohd Noor ISSN 2550-1429

insights for training providers and organizers to plan appropriate training workshops to ensure the program's objective could be achieved.

Md. Ashikur Rahman and Md. Shahareyar Emon(2024)⁵Impact of Covid-19 on Socio- Economic Conditions of Paba Upazilla, Rajshahi, Bangladesh this study aims to assess the social and economic conditions of these areas, focusing on the impact of the COVID-19 pandemic. It also explores the region's physiography, weather, climate, water supply, sanitation, and land use patterns. In addition, the research examines the local education system, economic activities, and infrastructure, including transportation and rural marketing systems. The role of microcredit institutions and NGOs is also considered in the context of these socio-economic changes. Both government and non-government organizations, in collaboration with local authorities, have implemented various interventions to mitigate the effects of the pandemic and support the region's recovery and development.

STATEMENT OF PROBLEM

The era of homepreneur has transformed the entrepreneurial landscape in Thoothukudi, with many individuals opting to start and operate businesses from their homes. However, despite their growing presence, homepreneurs in Thoothukudi face numerous challenges in sustaining and growing their businesses, particularly in relation to their socio-economic conditions and marketing strategies. One of the primary concerns is the limited access to finance, which hinders their ability to grow and sustain their businesses. Additionally, inadequate infrastructure, such as poor transportation links, unreliable electricity supply and also a financial problem, can impede the operations of homepreneurs in Thoothukudi. Socio-cultural barriers, such as limited social networks and cultural expectations, can also restrict their ability to start and grow their businesses.

In terms of marketing, homepreneurs in Thoothukudi struggle to reach a wider market due to limited marketing resources and lack of access to digital marketing channels. Intense competition from established businesses and other homepreneurs makes it challenging to differentiate their products and services. Furthermore, homepreneurs in Thoothukudi

often lack the marketing expertise and knowledge required to develop effective marketing strategies and reach their target markets.

OBJECTIVES

- ❖ To examine the socio-economic profile of homepreneurs in Thoothukudi, including their demographic characteristics, education, income and occupation.
- ❖ To identify the marketing strategies adopted by homepreneurs in Thoothukudi, including their product offering, pricing, promotion and distribution channels.
- ❖ To investigate the challenges faced by homepreneurs in Thoothukudi, including access to finance market competition and regulatory hurdles.
- ❖ To examine the role of technology in enabling homepreneurs in Thoothukudi to market their products and services effectively.
- ❖ To provide recommendations for policymakers, support organizations and homepreneurs themselves to improve the marketing strategic and socio-economic conditions of homepreneurs in Thoothukudi.

SCOPE OF THE STUDY

The study focuses on homepreneurs operating in Thoothukudi city across various industries, including food production, crafts, and service-oriented businesses. It aims to provide insights into the socio-economic dynamics of these entrepreneurs and evaluate how their marketing strategies influence their business performance. The findings of this study will be beneficial for policymakers, development agencies, and aspiring homepreneurs. By addressing these aspects, the study seeks to contribute to the growing body of knowledge on entrepreneurship while providing actionable insights to support the growth of home-based businesses in Thoothukudi city.

Md.Ashikur Rahman and Md. Shahareyar Emon(2024)Impact of Covid-19onSocio-EconomicConditionsofPaba Upazilla, Rajshahi, Bangladesh

NEED OF THE STUDY

The socio-economic conditions and marketing strategies of homepreneurs is crucial for promoting entrepreneurship, empowerment, and economic growth. Understanding the demographics, challenges, and experiences of homepreneurs can help identify patterns and trends, recognizes socio-economic problems, and assess the impact of homepreneurship on livelihoods and empowerment. Analyzing marketing strategies can provide insights into effective promotion and sales techniques, informing support strategies and policy decisions. By examining the socio- economic conditions and marketing strategies of homepreneurs, researchers and policy makers can develop targeted interventions, promote entrepreneurship, and improve livelihoods, ultimately contributing to sustainable economic growth and development.

PERIOD OF THE STUDY

The study was carried out over from November 2024 to March 2025 and the study was carried in Thoothukudi city only.

METHODOLOGY

This section attempts to describe methodology of the present study. It is a systematic approach to solve research problem. A good research work requires a class scientific methodology it includes the research design collection of data analysis of data, sampling design and processing.

PRIMARY DATA

Primary data were collected by framing a questionnaire. A set of questionnaires was prepared and was given to selected Homepreneurs to know their views.

SECONDARYDATA

It is the information that already exists for another purpose. This refers to all those data which are collected through for some earlier research works, books, magazines, newspapers, journal, websites, internet etc.,

SAMPLE DESIGN

The data collected are original in nature. A sample of some respondents residing in various parts of Thoothukudi city was selected by convenient sampling techniques. The Questionnaire was used for collecting a great source of information.

LIMITATION

- Due to time constraint the most essential information has been taken for the study.

- The sample size in only 120 questionnaires were distributed.
- This study restricted only to Thoothukudi city. So the result cannot be generalized.

TOOLS APPLIED IN THE STUDY:

- Percentage Analysis
- Likert Scale
- Descriptive Analysis
- Independent Sample t-test

TABLE 4.1 DEMOGRAPHIC PROFILE

VARIABLES	NO.OF.RESPONSES	PERCENTAGE(%)
18-25	57	48
26-35	28	24
35-45	24	20
Above 46	11	10
Total	120	100
Male	46	41
Female	71	60
Total	120	100
High school	17	14
Undergraduate	64	53
Postgraduate	36	30
Professional course	3	3
Total	120	100
Unmarried	70	58
Married	47	39
Widowed	3	3
Total	120	100
Below 10,000	17	14
10,000-20,000	26	22
20,000-30,000	51	41
Above 60,000	26	22
Total	120	100

Source: Primary data

INFERENCE:

- The above table 4.1 depicts that 47.5% of the respondents are in the age group of 18- 25, 23.3% are of the age between 26-35, 20% of the respondents are of the age between 36-45, 9.2% of the respondents are of the age between above 46. Therefore, the majority i.e., 47.5% of the respondents are in the age group 18-25.
- The above table 4.2 shows that 59.2% of the respondents are female and 40.8% are male. Therefore, the majority i.e., 59.2% of the respondents are Female.
- The above table 4.3 shows that 14.2% of the respondents have completed their High school, 53.3% Undergraduate, 30% Postgraduate, and 2.5% Professional course. Therefore, the majority, i.e., 53.3% of the respondents have completed their Undergraduate.
- The above table 4.4 shows that 58.3% of the respondents are Married, 39.2% are Unmarried and 2.5% are Widowed. Therefore, the majority i.e., 58.3% of the respondents are Married.
- The above table 4.14 shows that 14.2% of the respondents are earning below Rs.10,000 per month, 21.7% of the respondents are earning Rs.10,000-20,000, 42.5% of the respondents are earning Rs.20,000-30,000, and another 21.7% of the respondents are earning above Rs. 60,000. Therefore, the majority of the respondents i.e., 42.5% of the respondents are earning Rs. 20,000-30,000 for per month. Therefore, It is evident that 42.5% of the respondents i.e., homepreneurs getting Rs. 20,000-30,000 as monthly revenue.

TABLE 4.

**TABLE SHOWING THE SOCIO ECONOMIC CONDITIONS ABOUT THE
HOMEPRENEURS**

VARIABLES	SD (1)	D (2)	N (3)	A (4)	SA (5)	NO.OF. RESPONDENTS	TOTAL WEIGHTED SCORE	AVERAGE TOTAL WEIGHTED SCORE	RANK
S1	1 (1)	3 (6)	28 (84)	60 (240)	28 (140)	120	471	3.925	II
S2	0 (0)	6 (12)	29 (87)	62 (248)	23 (115)	120	467	3.891	III
S3	1 (1)	6 (12)	37 (111)	51 (204)	25 (125)	120	453	3.775	V
S4	0 (0)	10 (20)	26 (78)	58 (116)	26 (130)	120	344	2.866	X
S5	6 (6)	9 (18)	19 (38)	61 (183)	25 (125)	120	370	3.083	IX
S6	4 (4)	16 (32)	22 (66)	54 (216)	24 (120)	120	438	3.65	VII
S7	4 (4)	14 (28)	26 (78)	45 (180)	31 (155)	120	445	3.708	VI
S8	2 (2)	10 (20)	15 (45)	70 (280)	23 (115)	120	462	3.85	IV
S9	0 (0)	10 (10)	21 (42)	56 (168)	33 (165)	120	385	3.208	VIII
S10	1 (1)	11 (22)	18 (54)	53 (212)	37 (185)	120	474	3.95	I

Computed source : Primary data

INFERENCE:

From the above table, majority 3.95 weighted score is the highest rank for managing the financial aspects of the business is ranked first, followed by 3.925 is the next level rated for satisfaction of their current monthly household income, 3.891 is ranked third a family support their decision to run a home based business, the average total weighted score 3.208 is ranked in eighth being an homepreneurs has improved socioeconomic status, 3.083 is ranked in ninth, and 2.866 is ranked in tenth that confident managing the financial aspects of business.

S1	I am satisfied with my current monthly household income?
S2	My family supports my decision to run a home-based business.
S3	The income from my business meet my personal and professional needs.
S4	Running a home-based business has improved my standard of living.
S5	I am able to save a portion of my income from my business.
S6	Running a business has boosted my confidence and self-esteem.
S7	The income generated from my business is stable throughout the year.
S8	Being a homepreneur has improved my socio-economic status.
S9	My business has allowed me to achieve financial independence.
S10	I feel confident managing the financial aspects of my business.

TABLE 4.3
TABLESHOWINGTHEMARKETINGSTRATEGYOFHOMEPRENEURS

Null Hypothesis H_0 -There is no significant difference between among Marketing strategy to develop the homepreneurs in order to enhance promotion for business.

Alternative Hypothesis H_1 -There is a significant difference between among Marketing strategy to develop the homepreneurs in order to enhance promotion for business.

Variable	SD	D	N	A	SA	Mean	Significance deviation
M1	2.5%	3.3%	14.2%	52.5%	27.5%	3.9917	.88399
M2	1.7%	8.3%	22.5%	48.3%	19.2%	3.7500	.91899
M3	8%	5.0%	15%	48.3%	30.8%	4.0333	.85929
M4	2.5%	7.5%	20%	46.7%	23.3%	3.8083	.96402
M5	1.7%	6.7%	21.7%	45%	25%	3.8500	.93170
M6	1.7%	14.2%	18.3%	45%	20%	3.6917	1.01083
M7	2.5%	8.3%	26.7%	37.5%	25%	3.7417	1.00833
M8	3.3%	9.2%	15.8%	52.5%	19.2%	3.7500	.98091
M9	4.2%	5.8%	18.3%	48.3%	23.3%	3.8083	.99828
M10	1.7%	6.7%	11.7%	46.7%	33.3%	4.03	.934

Computed source: Primary data

INFERENCE:

The above descriptive analysis reveals a generally positive response toward various marketing strategies for developing homepreneurs, with most respondents falling under the "Agree" and "Strongly Agree" categories across variables M1 to M10. The mean values reflect moderate to high agreement levels, while the significance deviation indicates relatively consistent responses with slight variability in a few variables. This suggests that different marketing strategies are perceived differently in their effectiveness, supporting the alternative hypothesis is that there is a significant difference among strategies to enhance business promotion for homepreneurs.

M1	I actively use social media to promote my business.
M2	My marketing efforts effectively reach my target customers.
M3	I regularly invest time and resource in improving my marketing strategies.
M4	Local markets and fairs are essential for promoting my products/services.
M5	I use innovative methods to attract customers to my business.
M6	Social media marketing has positively impacted my business.
M7	I find it easy to connect with customers through online platforms.
M8	Traditional marketing methods are more effective than digital marketing for my business.
M9	I receive sufficient customer feed back to improve my products/services.
M10	I provide discounts & offers to attract more customers.

TABLE 4.4
**TABLE SHOWING THE SOCIO-
ECONOMIC CONDITIONS OF HOMEpreneurs WITH GENDER**

Null Hypothesis H₀- There is no significant difference between socio economic condition and Gender disparities.

Alternative Hypothesis H₁-There is a significant difference between socio economic conditions and Gender disparities.

Variable	Gender	Mean	Standard Deviation	f	Significance
S1	Male	4.0204	.66112	5.499	.280
	Female	3.8592	.88311		.255
S2	Male	3.9388	.68945	2.930	.305
	Female	3.7887	.84372		.288
S3	Male	4.0000	.79057	3.174	.017
	Female	3.6197	.88425		.015
S4	Male	4.0408	.67575	11.372	.028
	Female	3.6901	.95006		.020
S5	Male	3.9184	.83757	9.055	.138
	Female	3.6338	1.13230		.117
S6	Male	3.8776	.88111	8.039	.048
	Female	3.4930	1.13230		.039
S7	Male	3.7755	1.12297	.098	.574
	Female	3.6620	1.12297		.578
S8	Male	3.9796	1.05483	5.629	.184
	Female	3.7606	.74972		.165
S9	Male	4.0816	.96310	3.112	.128
	Female	3.8310	.75930		.113
S10	Male	4.0408	.81545	4.958	.387
	Female	3.8873	1.03578		.367

Compute-Primary data

The independent sample t-test indicates a significant difference in the socio-economic conditions of homepreneurs based on gender disparities, as reflected by p-values below the standard significance values are 0.021, 0.003, 0.048 for certain variables. These results support the alternative hypothesis, suggesting that male and female homepreneurs experience varying socio-economic outcomes influenced by factors such as resource access, income stability, and societal norms. Addressing these gender-based disparities is essential for promoting equitable economic opportunities among homepreneurs.

It is evident from the above table that Null Hypothesis is rejected. Hence, Alternative hypothesis is accepted. There is a significant difference between Socio-economic conditions and Gender disparities.

S1	I am satisfied with my current monthly household income?
S2	My family supports my decision to run a home-based business.
S3	The income from my business to meet my personal and professional needs.
S4	Running a home-based business has improved my standard of living.
S5	I am able to save a portion of my income from my business.
S6	Running a business has boosted my confidence and self-esteem.
S7	The income generated from my business is stable throughout the year.
S8	Being a homepreneur has improved my socio-economic status.
S9	My business has allowed me to achieve financial independence.
S10	I feel confident managing the financial aspects of my business.

FINDINGS

- ❖ The majority (47.5%) of homepreneurs fall in the 18-25 age range, with 59.2% being female.
- ❖ The majority 60% of homepreneurs are female in Thoothukudi city.
- ❖ Most respondents (53.3%) hold undergraduate degrees.
- ❖ Majority 58% of the homepreneurs married.
- ❖ The majority (42.5%) earn between Rs. 20,000-30,000 per month.
- ❖ The highest-ranked variable (S10) has an average weighted score of 3.95, indicating that it is the most influential socio-economic conditions.
- ❖ Most of the marketing strategies received a mean score above 3.7, indicating that homepreneurs largely agree or strongly agree on their effectiveness in enhancing business promotion.
- ❖ Independent t-test showed significant gender disparities in socio-economic outcomes ($p < 0.05$).

SUGGESTION

- ❖ Government and financial institutions should offer low-interest loans and grants specifically tailored to homepreneurs.
- ❖ Conduct workshops focusing on digital marketing, particularly leveraging Instagram and WhatsApp for business promotion.
- ❖ Encourage participation in entrepreneurship programs that offer business training and networking opportunities to improve business operations.
- ❖ Initiatives like local fairs and exhibitions can help homepreneurs showcase their products, reducing competition pressure.
- ❖ Introduce time management tools and workshops to help entrepreneurs allocate resources effectively.
- ❖ Policymakers should prioritize creating supportive ecosystems that address gender disparities and promote equal opportunities.

CONCLUSION

The study underscores the growing significance of homepreneurship as a viable economic activity, driven by socio-economic needs, entrepreneurial passion, and the flexibility it offers. While social media emerges as a powerful marketing tool, competition and financial constraints remain notable barriers. The research highlights the importance of targeted financial support, training programs, and policy interventions to sustain and scale home-based businesses. Addressing gender disparities and enhancing resource accessibility will further empower homepreneurs, fostering inclusive economic growth. The findings serve as a foundation for future research on sustainable entrepreneurship models tailored to evolving socio-economic landscapes.

References:

1. **"Socio -Economic Background of Women Entrepreneurs in Thoothukudi District"** (ResearchGate): Focuses on how socio-economic factors influence women's entrepreneurial behavior and business policies in the district, relevant to your study's core.
2. **"A STUDY ON WOMEN ENTREPRENEURS IN THOOTHUKUDI DISTRICT"** (JETIR): Explores location preferences (near home for family, etc.) and business types (tailoring) for women entrepreneurs in Thoothukudi, touching on socio-economic factors.
3. **"Impact of Socio-Economic Factors on the Business Performance of Women Homepreneurs in Puducherry State"** (ACR): While Puducherry, its findings on age, marital status, spousal support, and digital access are highly transferable to Thoothukudi homepreneurs.
4. **"A study on Socio economic status of rural women entrepreneurs in micro enterprises with special reference to select districts of southern Tamil Nadu"** (Shodhganga Thesis): A broader thesis from Madurai Kamaraj University covering socio-economic aspects of rural women entrepreneurs in Southern TN, likely including Thoothukudi region.
5. **"A study on the problems encountered by the entrepreneurs in Thoothukudi district"** (ResearchGate): Identifies challenges like marketing, finance, and raw materials for local entrepreneurs, which apply to home-based businesses too.