

A STUDY ON JOB SATISFACTION AND BUSINESS SUCCESS: INSIGHTS FROM WOMEN ENTREPRENEURS IN THOOTHUKUDI

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Abstract

Women entrepreneurs in Thoothukudi, Tamil Nadu, significantly contribute to socio-economic development across various sectors. However, they encounter unique challenges that impact their job satisfaction and business success. This study, "A Study on Job Satisfaction and Business Success: Insights from Women Entrepreneurs in Thoothukudi", aims to explore factors influencing job satisfaction, identify success indicators, and analyze socio-economic and cultural impacts on their entrepreneurial experiences. Using descriptive research, primary data was collected from 35 women entrepreneurs via structured questionnaires. Findings indicated a strong relationship between job satisfaction factors such as autonomy, decision-making freedom, personal growth, and flexibility and entrepreneurial experience. Marital status, however, did not significantly affect business success factors like market adaptability and customer loyalty. The Chi-Square test revealed that personal and social factors, including cultural background and community support, significantly influence women's entrepreneurial journeys, emphasizing the need for targeted policy interventions to support their growth.

Key Words: Entrepreneur, Women Entrepreneurs, Job Satisfaction

Introduction

Women entrepreneurs play a crucial role in reshaping the socio-economic environment of communities, particularly in developing regions. In Thoothukudi, Tamil Nadu, they play a vital role in economic development through various sectors, such as small enterprises and traditional arts. Nonetheless, these entrepreneurs encounter distinct challenges that affect their job fulfillment and business achievements. The research titled "A Study on Job Satisfaction and Business Success: Insights from Women Entrepreneurs in Thoothukudi" examines the factors influencing job satisfaction and indicators of business success for women in that area. It also examines the socio-economic and cultural elements that affect their entrepreneurial journeys, offering an in-depth view of their obstacles and successes. Job satisfaction among women entrepreneurs encompasses factors such as independence, work-life balance, and personal fulfillment, all while managing family expectations and social standards. On the other hand, achieving business success involves market adaptability, competitive edges, and customer loyalty, but is frequently obstructed by cultural and infrastructural challenges. By analyzing these contributing elements, the research aims to educate policymakers on the essential actions needed to support women-run enterprises.

Statement of the Problem

Entrepreneurship among women is a vital force for economic empowerment and gender equality, yet women entrepreneurs face numerous challenges impacting their growth. In Thoothukudi, a region rich in economic potential, women contribute to various industries but must overcome structural, socio-cultural, and economic barriers. Job satisfaction, crucial for entrepreneurial success, is hindered by the difficulty women have in balancing family responsibilities with their business aspirations, affecting their motivation and productivity. The success of women-led businesses often relies on factors like adaptability, competitive advantage, customer loyalty, and financial stability. However, women entrepreneurs in Thoothukudi encounter constraints in infrastructure, technology access, financial backing, and social acceptance, limiting their business growth and economic contribution. Socio-economic and cultural pressures, such as traditional gender roles and restricted access to networks, further complicate their entrepreneurial paths. Despite the significant role of women entrepreneurs in local development, there is a paucity of research on their job satisfaction, business success, and the socio-cultural challenges encountered, particularly in Thoothukudi. This study aims to explore the factors influencing job satisfaction and business success while identifying the impacts of socio-economic and cultural elements on their entrepreneurial experiences. The goal is to generate insights for policymakers and stakeholders to enhance support for women entrepreneurs in creating a more inclusive ecosystem.

Objectives

1. To assess the factors influencing job satisfaction among women entrepreneurs in Thoothukudi
2. To identify key indicators of business success for women entrepreneurs in the region
3. To analyze the impact of socio-economic and cultural factors on the job satisfaction levels of women entrepreneurs in Thoothukudi

Hypothesis

H₀: There is no significant relationship between Job satisfaction factor among women entrepreneurs

H₀: There is no significant relationship between marital status and business success factors among women entrepreneurs

H₀: There is no significant relationship between Personal and Social Factors among women entrepreneurs

Methodology

This study adopts a descriptive research design to explore the factors influencing job satisfaction, key indicators of business success, and the impact of socio-economic and cultural factors on women entrepreneurs in Thoothukudi. Both primary and secondary data were utilized to achieve the research objectives. Primary data was collected through a structured questionnaire administered to a sample of 35 women entrepreneurs using the convenience sampling method. This method was chosen for its practicality and accessibility in reaching the

target group within the specified timeframe. The questionnaire comprised close-ended questions based on a 5-point Likert scale to assess attitudes, satisfaction levels, and challenges faced by women entrepreneurs, along with demographic questions to gather background information such as age, education, marital status, and business type. The survey was conducted both in person and through digital platforms to ensure greater reach and convenience for respondents. Secondary data was gathered from published reports, academic journals, government documents, and online resources, providing additional insights into the broader context of women entrepreneurship in Thoothukudi and India. This mixed-method approach ensures a comprehensive understanding of the subject matter while highlighting the unique experiences and challenges faced by women entrepreneurs in the region.

H0: There is no significant relationship between Job satisfaction factor among women entrepreneurs

One-Sample Test						
Factors	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with the level of autonomy I have in my business.	34.496	34	.000	4.000	3.76	4.24
I enjoy the freedom to make decisions in my business operations.	25.271	34	.000	4.114	3.78	4.45
My business provides opportunities for personal and professional growth.	25.152	34	.000	4.143	3.81	4.48
I feel that my work as an entrepreneur is meaningful and purposeful.	19.852	34	.000	3.800	3.41	4.19
I experience a sense of achievement in meeting my business goals.	24.333	34	.000	4.171	3.82	4.52
I am satisfied with the flexibility my business offers me in managing my time	28.880	34	.000	3.886	3.61	4.16

Inference

The results of the one-sample t-test indicate a statistically significant relationship between the factors influencing job satisfaction among women entrepreneurs in Thoothukudi, as all items show a p-value of 0.000 (Sig. 2-tailed), which is less than the significance level of 0.05. This suggests that the null hypothesis, stating there is no significant relationship between job satisfaction factors among women entrepreneurs, is rejected. The mean scores for all factors (ranging from 3.80 to 4.17) indicate high levels of agreement, implying that women entrepreneurs are generally satisfied with aspects such as autonomy, decision-making freedom, opportunities for growth, meaningful work, achievement of business goals, and flexibility. The confidence intervals for each factor also show a narrow range, reinforcing the reliability of the findings. Overall, the results highlight that job satisfaction factors play a significant role in the entrepreneurial experiences of women in Thoothukudi.

H0: There is no significant relationship between marital status and business success factors among women entrepreneurs

ANOVA						
Factors		Sum of Squares	df	Mean Square	F	Sig.
My business has been able to adapt well to market changes and challenges.	Between Groups	.313	1	.313	.239	.628
	Within Groups	43.287	33	1.312		
	Total	43.600	34			
I am able to maintain a competitive edge in my business industry.	Between Groups	.608	1	.608	.620	.437
	Within Groups	32.364	33	.981		
	Total	32.971	34			
The quality of my products/services has contributed to the success of my business.	Between Groups	.281	1	.281	.398	.532
	Within Groups	23.262	33	.705		
	Total	23.543	34			
I have successfully created jobs and contributed to the local economy through my business.	Between Groups	1.391	1	1.391	1.794	.190
	Within Groups	25.580	33	.775		
	Total	26.971	34			
My business has a strong and loyal customer base.	Between Groups	.193	1	.193	.201	.657
	Within Groups	31.692	33	.960		
	Total	31.886	34			
I have been able to expand my business beyond the local market	Between Groups	.756	1	.756	.811	.374
	Within Groups	30.787	33	.933		
	Total	31.543	34			

Inference

The results of the ANOVA analysis indicate that there is no statistically significant relationship between marital status and the business success factors among women entrepreneurs in Thoothukudi. For all the factors analyzed, including adaptability to market changes, maintaining a competitive edge, product/service quality, job creation, customer loyalty, and business expansion, the p-values (Sig.) are greater than 0.05. This suggests that marital status does not have a significant impact on these aspects of business success. Therefore, the null hypothesis (H_0) that there is no significant relationship between marital status and business success factors is accepted.

H0: There is no significant relationship between Personal and Social Factors among women entrepreneurs

Chi – Square Test						
	My cultural background has influenced my approach to business.	I have experienced encouragement from my community in pursuing entrepreneurship.	Social norms or expectations have sometimes limited my entrepreneurial opportunities.	Family responsibilities have at times limited my ability to focus on my business.	I have access to support from local women's groups or organizations that focus on entrepreneurship.	My entrepreneurial journey has contributed to a positive change in my family's financial status.
Chi-Square	13.143 ^a	17.429 ^a	12.429 ^b	13.114 ^b	12.429 ^b	13.114 ^b
df	4	4	3	3	3	3
Asymp. Sig.	.011	.002	.006	.004	.006	.004

Inference

The Chi-Square test results reveal a statistically significant relationship between personal and social factors and their influence on women entrepreneurs in Thoothukudi. The p-values (Asymp. Sig.) for all the statements are below the significance threshold of 0.05, indicating that these factors significantly affect women entrepreneurs' experiences. Specifically, cultural background, community encouragement, social norms, family responsibilities, access to women's groups, and the positive financial impact of entrepreneurship on families are all shown to have meaningful associations with their entrepreneurial journey. Therefore, the null hypothesis (H0) that there is no significant relationship between personal and social factors among women entrepreneurs is rejected. These findings highlight the critical role of socio-cultural and personal dynamics in shaping women entrepreneurs' experiences in Thoothukudi.

Conclusion

This study provides valuable insights into the factors influencing job satisfaction and business success among women entrepreneurs in Thoothukudi. The findings reveal that job satisfaction plays a significant role in shaping their entrepreneurial experiences, with high levels of agreement on factors such as autonomy, decision-making freedom, growth opportunities, meaningful work, achievement, and flexibility. These aspects highlight the importance of fostering environments that empower women entrepreneurs to thrive professionally and personally. While the study confirms that marital status does not significantly impact business success factors such as adaptability, competitive edge, customer loyalty, and market expansion, it underscores the relevance of socio-cultural and personal dynamics. Personal and social factors, including cultural background, community support, social norms, family responsibilities, and access to women's groups, were found to significantly

influence entrepreneurial journeys, demonstrating the importance of addressing these aspects to create a supportive ecosystem for women entrepreneurs. The research emphasizes the need for targeted policies and programs to address structural and socio-cultural barriers, improve access to resources, and enhance support networks for women entrepreneurs. By doing so, stakeholders can empower women entrepreneurs to achieve greater job satisfaction and business success, contributing significantly to the economic and social development of Thoothukudi.

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