Emergence of Homepreneurs during Covid – 19

Submitted In Partial Fulfilment of Requirements
For the Degree Of

Master of Business Administration (Healthcare)

By

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Place: Mumbai

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External Examiner /Expert

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Acknowledgement

I want to show my heartfelt gratitude to Prof. Vandana Tripathi, Faculty – General Management (Entrepreneurship, Business Communication, Strategy), K J Somaiya Institute of Management, Mumbai, for her valuable guidance and encouragement throughout the preparation of this research paper. Prof. Vandana Tripathi provided keen insights and expertise, which helped my research tenure immensely. I want to show my gratitude for always being so approachable and understanding in delivering relevant solutions to my problems encountered in the research. Overall, it was a fruitful opportunity to learn and grow professionally, and I shall carry forward the skills and polishment I received in the best possible way to improve further.

Executive Summary

The coronavirus pandemic did most certainly reach almost every country globally. This considerable spread of the virus left national economies and businesses declining tremendously. Significant numbers of struggle and costs were a problem. Governments of every nation struggled big time to cope up with the new lockdown rules and regulations to tackle the immense spread of the virus. Having developed new vaccines, many wondered what recovery could look like. Having faced such a tremendous lifestyle change, it did not stop people from making money. This was possible because people everywhere had to make sure they had an income to support their families. Working in your own home in your comfort zone seemed like the better option for everyone. In today's competitive environment, businesses were seen to be reaching people's homes and making them home – entrepreneurs or homepreneurs. Such home-based businesses are now a significant part of the small business sector and are also responsible for increasing business start-ups. In India, homepreneurs were primarily defined by individuals who wanted to stay stable financially in such a tough economy with low to almost no employment opportunities. Hence, they resorted to becoming homepreneurs. With the help of various government policies, globalization, and the development of the entrepreneurial spirit, every interested individual, be it a millennial or married/engaged/divorced women and men, are becoming entrepreneurs. Digitalization plays a critical role in the concept of homepreneurs in India. Being a homepreneur takes a toll because nobody knows a customer's expectations due to a lack of human face-to-face communication. Therefore, digitalization has changed the concept of home-based businesses. This study comprehends and explores the idea of homepreneurs.

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Chapter 1
Introduction

1.1 Background

The Covid-19 pandemic has had a significant impact on the world economy, causing numerous job losses and company closures. Many people turned to entrepreneurship as a way of making money as they struggled to make ends meet. The rise of home-based business owners, or "homepreneurs," has been one recent trend.

Home-based business owners are known as homepreneurs. Freelancers, consultants, online merchants, and other independent contractors may fall under this category. Due to the Covid-19 pandemic, more people are starting home-based businesses because traditional employment opportunities are becoming scarce and remote work is becoming more socially acceptable.

The rise in home-based business during the pandemic can be attributed to a number of factors. First, due to health and safety concerns, the pandemic has made it challenging for many people to work outside the home. Additionally, home-based businesses can now reach customers more easily than ever thanks to the development of e-commerce and online marketplaces.

The expansion of funding and resources for small businesses is another factor influencing the rise of homepreneurs. Governments and financial institutions have launched a number of initiatives and programmes, including loans, grants, and tax relief measures, to assist small businesses during the pandemic. Home entrepreneurs now have it simpler to launch and expand their businesses thanks to these resources.

Overall, the Covid-19 pandemic has produced a distinctive environment that has aided in the expansion of home-based business. Although the long-term effects of this trend are still uncertain, it has given many people a way to support themselves during a trying time by giving them a source of income.

1.2 Homepreneurs and Its Emergence

Home-based business owners are known as homepreneurs. These professionals could be independent contractors, consultants, online merchants, and others. Numerous factors, including the Covid-19 pandemic, which forced many people to work from home, have accelerated the emergence of home businesses.

Due to the pandemic, many businesses have had to close their physical locations or adopt social distancing strategies, which has increased the demand for remote work. As a result, people have been forced to rely more than ever before on online services and goods, which has created an opportunity for home-based businesses to prosper.

Along with the pandemic, the expansion of e-commerce and online marketplaces has made it simpler for home-based businesses to connect with clients. As a result, there are an increasing number of home-based consultants, online retailers, and other service providers.

The availability of funding and resources for small businesses is another factor influencing the rise of homepreneurs. Governments and financial institutions have launched several initiatives and programmes, including loans, grants, and tax relief measures, to assist small businesses during the pandemic. Home entrepreneurs now have it simpler to launch and expand their businesses thanks to these resources.

In general, the rise of home businesses reflects how work is changing and how important digital technologies are becoming. Home-based businesses are likely to continue to gain importance as more industries go online and remote work becomes the norm.

1.3 Homepreneurship In India

Homepreneurship, or home-based business, is a developing trend in India. The number of people who work for themselves in the nation is high, and many of them operate side businesses out of their homes. The rise of home businesses in India has been influenced by a number of factors.

The growing digital infrastructure of India is one of the main factors contributing to the growth of home-based businesses in that nation. Over the past ten years, the number of people in India who have access to the internet through smartphones and other devices has increased significantly. This has given home business owners the chance to connect with customers through online platforms and e-commerce websites.

The large number of women who want to work from home in India is another factor promoting the growth of home businesses. Home-based business ventures offer an alternative route to financial independence for the many Indian women who encounter social and cultural barriers to traditional employment. The government has also started a number of initiatives and programmes, including funding and training schemes, to assist female entrepreneurs.

The Covid-19 pandemic has also aided in India's rise of the home-based business. The pandemic has forced many people to work from home, as it has in other parts of the world, which has increased demand for online services and goods. Home-based companies have been able to take advantage of this demand by providing everything from homemade crafts to home-cooked meals.

The trend is likely to continue expanding despite the difficulties homepreneurs in India face, such as their restricted access to funding and infrastructure. The government is taking action to support this industry through policy initiatives and funding programmes as a result of its recognition of the potential of homepreneurship as a source of employment and economic growth.

1.4 Motivation

Several motivations for performing research on homepreneurs: -

1. Economic impact: Understanding home-based entrepreneurship's economic impact is crucial because it is a growing trend in many nations. Informing policies to support this sector, research can help identify the difficulties and opportunities faced by home entrepreneurs.

2. Social impact: In developing nations where traditional employment opportunities may be scarce, home entrepreneurship can have a significant positive impact on people and communities. Research can guide efforts to support this industry by identifying the social benefits of home-based business.

3. Innovation: Since homepreneurs frequently have the freedom to try out novel concepts and strategies, home-based entrepreneurship is frequently linked to creativity and innovation. Research can guide efforts to promote creativity and entrepreneurship more broadly by identifying the elements that contribute to innovation in this field.

4. Personal interest: Home entrepreneurship may be a subject that is particularly interesting or important to some researchers. They could be intrigued by the prospect of working from home themselves or have a close relationship with the home business community.

5. Thus, Research on home-based businesses can help understand this expanding industry and guide efforts to encourage entrepreneurship and innovation more generally.

1.5 Aim and Significance

The aims of research on homepreneurs are to gain a deeper understanding of the phenomenon of home-based entrepreneurship, including the challenges and opportunities faced by homepreneurs, the factors that contribute to their success, and the economic and social impact of this sector.

Specifically, research on homepreneurs aims to:

1. Identify the characteristics of home-based businesses, such as the types of products and services offered, the size of the businesses, and the demographics of homepreneurs.

2. Understand the challenges faced by homepreneurs, including access to funding, infrastructure, and support services.

3. Explore the factors that contribute to the success of home-based businesses, such as innovation, networking, and marketing strategies.

4. Analyse the economic and social impact of home-based entrepreneurship, including its contribution to employment, income generation, and community development.

The significance of research on homepreneurs lies in its potential to inform policies and initiatives that support this sector. This can include measures to improve access to funding and infrastructure, support for innovation and creativity, and initiatives to promote entrepreneurship and small business development more broadly.

Research on homepreneurs can also help to challenge stereotypes and misconceptions about home-based businesses. By highlighting the diversity and potential of this sector, research can help to promote a more positive image of home-based entrepreneurship and encourage more people to consider this path to economic and personal success.

Chapter 2
Literature Review

This research paper explores and comprehends the concept of homepreneurs and why it gained such immense popularity and acceptance worldwide. Specific parameters were tested to understand the same. Home-based online business ventures are increasing rapidly but are still very niche and not understood by everyone. Few studies have been conducted to understand and create a mindset of business-persons for setting up and running such enterprises.

I referred a journal on the internet titled “Why Home-based entrepreneurs are booming,” here the reasons why the concept of Homepreneurs have got certain acceptance and the future of this concept has been discussed clearly.

Almost every emerging homepreneur uses such technologies for their families' extra secondary income. They also highlighted the emotional and opportunistic benefits that such personalised and individualistic business affords. These homepreneurs specified the immense dependence on online social platforms such as Facebook, Instagram, and sometimes through blogging. The study is very relevant as in the current situation, and everyone requires income. The job security of many individuals has been lost due to the pandemic. So, in such a situation, this study is very relevant. It talks about individuals who have found a way out of the pandemic with their ventures. Also, here we could see that the reasons behind starting the ventures are interesting. Some people have found their passion as a way of income, or some have made their experiences a backup plan to cope with the situation.

In order to understand how homepreneurs emerged in India during the COVID-19 pandemic, several studies have been done. The following key conclusions are revealed by a review of the literature on some of these studies:

India saw a sharp increase in the number of home-based businesses as a result of the COVID-19 pandemic. Many people who lost their jobs or saw their income drop as a result of the pandemic turned to entrepreneurship as a way to make a living.

Homepreneurs now have more ways to reach customers and market their goods or services thanks to the rise of e-commerce platforms and social media during the pandemic. These platforms were used by many home-based business owners to increase sales and their customer base.

In terms of lost jobs and income, the pandemic disproportionately affected women. However, numerous studies have noted that India's home-based business trend has also been led by women. Before the pandemic, many women who operated home-based businesses grew those businesses during the crisis.

For Indian homepreneurs, access to credit and a lack of formal financial support have been major obstacles. To finance their businesses, many home entrepreneurs have had to turn to their personal savings or take out loans from family and friends.

The home-based business trend has the potential to boost local demand and add new jobs, which will help the Indian economy expand. To support homepreneurs in terms of credit access, infrastructure, and training, policymakers must acknowledge the significance of this industry.

The Covid-19 pandemic, according to the International Labour Organization (ILO), has had a significant effect on the global labour force. According to estimates, the pandemic has caused the loss of 255 million jobs worldwide as of June 2021. (ILO, 2021). Many people who lost their jobs resorted to starting their own businesses in order to support themselves. Particularly, the number of home-based businesses and homepreneurs, who are defined as business owners who run their operations from their homes, has increased (GEM, 2020).

According to research, home entrepreneurs have been on the rise for the past ten years rather than being a recent phenomenon. The Global Entrepreneurship Monitor (GEM) conducted a study that found that from 2012 to 2019, the proportion of adults operating home-based businesses increased from 7.8% to 13.6%. (GEM, 2020). Due to lockdowns and other social isolation measures brought on by the Covid-19 pandemic, people were compelled to work from home, which hastened this trend.

The flexibility of home-based businesses is one of their key benefits. According to research, starting a home-based business is popular because it gives people more control over their schedules and work-life balance (Caliendo & Kritikos, 2016).
This adaptability was even more important during the Covid-19 pandemic when parents had to balance working and homeschooling their kids.

The rise of homepreneurs has also been aided by technological developments that have made it simpler to launch and run a business from your house. For instance, e-commerce, social media, and cloud computing have allowed home business owners to reach a larger audience and market their goods and services internationally (Ozdemir & Trott, 2020).

Finally, the rise of home businesses has significant ramifications for decision-makers. Governments must acknowledge the substantial economic contribution made by home-based businesses and make sure that they have equal access to resources and opportunities as other companies. To assist homepreneurs in succeeding, policymakers could, for instance, offer tax breaks, financing access, and support for training and development (Béland & Waddell, 2020).

In India, home-based businesses have significantly increased as a result of the pandemic. The National Sample Survey Organization (NSSO) reported that between July and September 2020, the number of self-employed people in India increased by 27%, with many of these people working from home. The need for people to find alternative sources of income, the growth of e-commerce platforms, and the rising acceptance of remote work have all been cited as causes for the emergence of homepreneurs.

The COVID-19 pandemic has presented home business owners in India with a number of difficulties. Lack of access to capital and financial support has been one of the biggest obstacles. In India, women and members of underprivileged groups who might not have access to conventional funding sources make up a large portion of the home business owners. The pandemic has also resulted in a decline in demand for some goods and services, which has had an impact on the viability of many home-based businesses.

Despite the difficulties, the rise of home businesses in India has also opened up a number of opportunities. By reorienting their businesses to satisfy new demands, many home entrepreneurs have been able to adjust to the shifting economic landscape. For instance, several home-based businesses in India have shifted their emphasis to producing PPE or other necessary goods. It has also become simpler for homepreneurs to reach customers and expand their businesses thanks to the growth of e-commerce platforms.

In the wake of the pandemic, the Indian government realised the value of home-based business and took action to support homepreneurs. The Ministry of Micro, Small, and Medium Enterprises (MSME) unveiled a stimulus plan in May 2020 to help start-ups and small companies, including those operating from their homes. The package included a number of initiatives to offer loans and other forms of financial and non-financial support, like subsidies, to home-based business owners.

With the current scenario it is imperative to be active and have a stable income to support your family. With the adoption of the "Make in India" concept by P.M Narendra Modi, the relatively nascent idea of Homepreneurship got a lot of support. There were many people who were interested to start something of their own and this scheme was more of a push. The idea of making money in the comfort of your home and doing something you love, raised the bar for homepreneurs to other level. Of course, they had to face certain problems of not having the human touch and having to be always online in front of a screen.

The COVID-19 pandemic has led to a significant increase in home-based entrepreneurship in India. While homepreneurs have faced several challenges, including a lack of access to capital and a decrease in demand for certain products and services, the emergence of home-based businesses has also presented several opportunities. The Indian government has recognized the importance of home-based entrepreneurship and has taken steps to support homepreneurs through financial assistance and other measures.

Chapter 3
Research Methodology

3.1
Introduction

This study was conducted on the background of the Covid-19 pandemic, and the study was primarily based on primary data. The respondents of the survey are the Homepreneurs from Various cities in India. They are all actively using E-learning platforms for their regular business purposes during the covid-19 lockdown. To formulate this study, the information and ideas derived from the discussion were well utilized. A brief questionnaire had been used to collect and accurately collate the data from Homepreneurs. The respondents have very varied opinions about the concept of Homepreneur-ship. The reason behind them starting a startup is also very different. The questionnaire consisted of one huge section which collected their personal information, their socio-economic aspects, gauges their perception and attitude towards their ventures, and how the Covid-19 affected it.

3.1.2
Data Sources

The primary data was collected as part of a survey method with the help of the Google form application. A detailed questionnaire was prepared with the benefit of a Google form to collect data. The entire research study is quantitative and descriptive.

3.1.3
Tools of Analysis

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Statistical tools were used to accurately analyse the data, such as - Percentage, Table, & Bar diagram. As the study contains many analyses and inferences, it’s better to use the charts to depict the differences in the observation. Tables were also used to describe the percentage difference and the number of observations.

Chapter 4
Data Analysis

4.1
Age of the Respondents

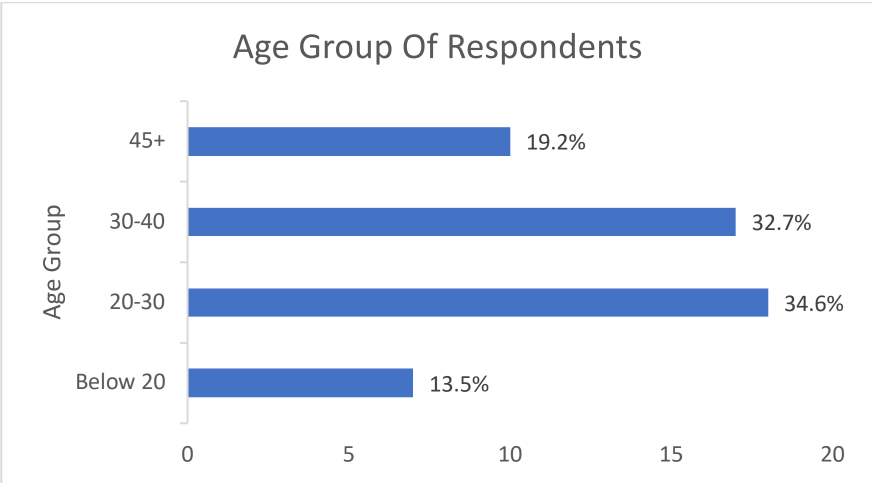
There was a total of 52 responses to the survey I conducted. Out of which you can see that majority of the percentage of Homepreneurs lie between the ages of 20 to 30 following with 30-40.

Table 1 – Age Group of the Respondents

Age Group	Numbers	Percentage
Below 20	7	13.5%
20-30	18	34.6%
30-40	17	32.7%
45+	10	19.2%
Total	**52**	**100%**

According to the figure underneath, we can analyse that the majority come from ages 20 to 30 with 34.6%. Next are between the ages of 30 to 40 with 32.7% of the total responses following with 45+ with 19.2%. Lastly, just over 13.5% of the responses lie below the age of 20 years.

Fig 1 – Age Group of the Respondents



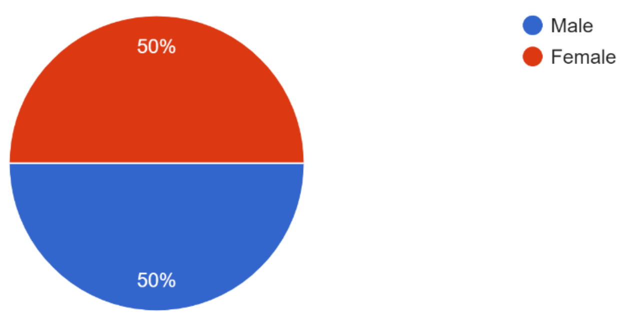
The graph pretty much depicts that the main working community is very actively participating in earning from home too. As they are also termed as the working population, they have tried and explored the concept of Homepreneurs very well, even during a lockdown entirely.

4.2

Gender of the Respondents

According to the responses received from the people, there has been an understanding that the both populations has certainly equal filled the form. Out of 52 responses, 26 are males and 26 are female population.

Fig 2 – Gender of the Respondents



The above pie chart shows that there is equal participation of males and females maybe because both equally are trying to revive from the pandemic as well as more independent women wave is seen so equal chance of earning form home is seen.

4.3

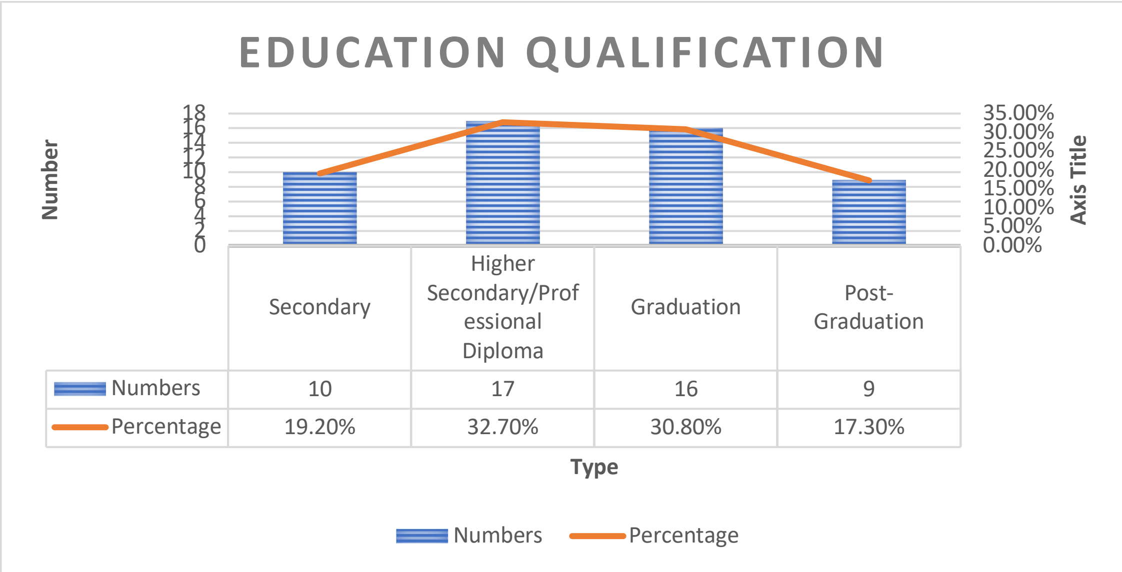
Educational Qualification of the Respondents

In the survey form, I tried to analyse the educational qualification of the respondents. Such parameters helped me understand where do they stand in terms of their education and why did they even think of starting up a business and whether they can finish it. The parameters of their educational qualification were – Graduate, Post Graduate, Diploma, Higher Secondary. Below is the table of the bifurcation.

Table 2 –Educational Qualification of the Respondents

Qualification	Numbers	Percentage
Secondary	10	19.2%
Higher Secondary/Professional Diploma	17	32.7%
Graduation	16	30.8%
Post-Graduation	9	17.3%
Total	**52**	**100%**

Fig 3 – Educational Qualification of the Respondents



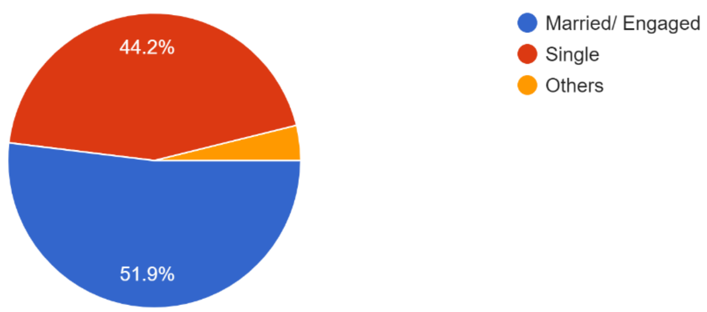
The above and below tables and graph clearly depicts that the majority of homepreneurs are Higher Secondary/Professional Diploma with 17 out of 52 people. They take on the total of 32.7% of the responses. Next comes Graduates with 30.8% and last are people who have done Post Graduation – 17.3%.

4.4

Marital Status of the Respondents

I tried to classify the respondents based on the parameters of their marital status. Mainly, engaged or married, single, others. The respondents gave in their current marital status while filling out the survey.

Fig 4 – Marital Status of the Respondents



The above pie chart clearly states that over half of the respondents, i.e., 51.9% of the people are Married or Engaged. The 44.2% of the homepreneurs are Single and remaining 3.8 are others.

4.5

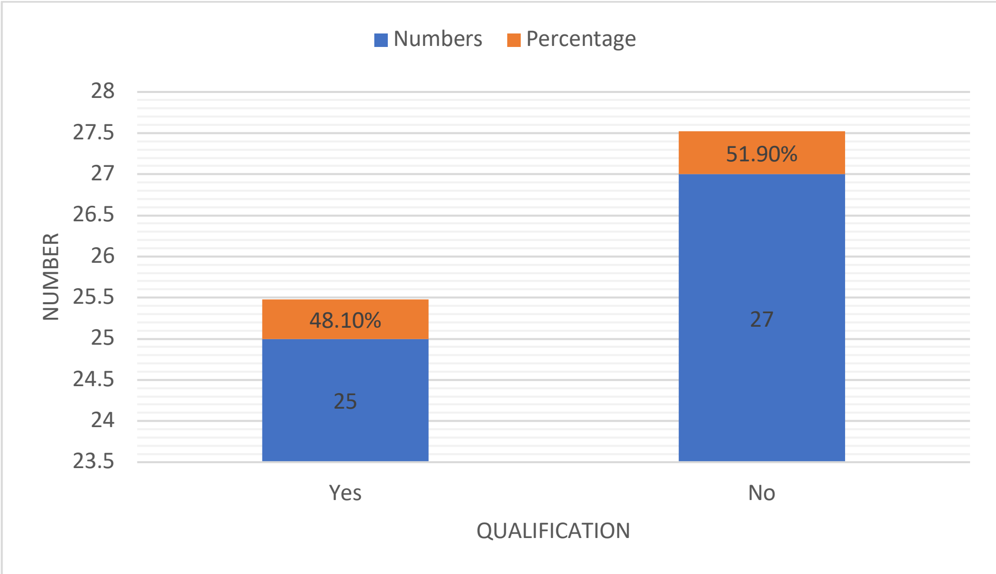
Other Income Source

I wanted to understand whether the homepreneurs have any other source of income or no apart from their home venture. Which is why in the survey I made it a point to add a question stating "Do you have any other source of income apart from your home venture?" The responses I received made me understand that some people are solely depending on their home venture whereas some people have another side income of their own.

Table 3 – Any other income sources of the respondents

Qualification	Numbers	Percentage
Yes	25	48.1%
No	27	51.9%
Total	**52**	**100%**

Fig 5 –Any other Income Source of the respondents



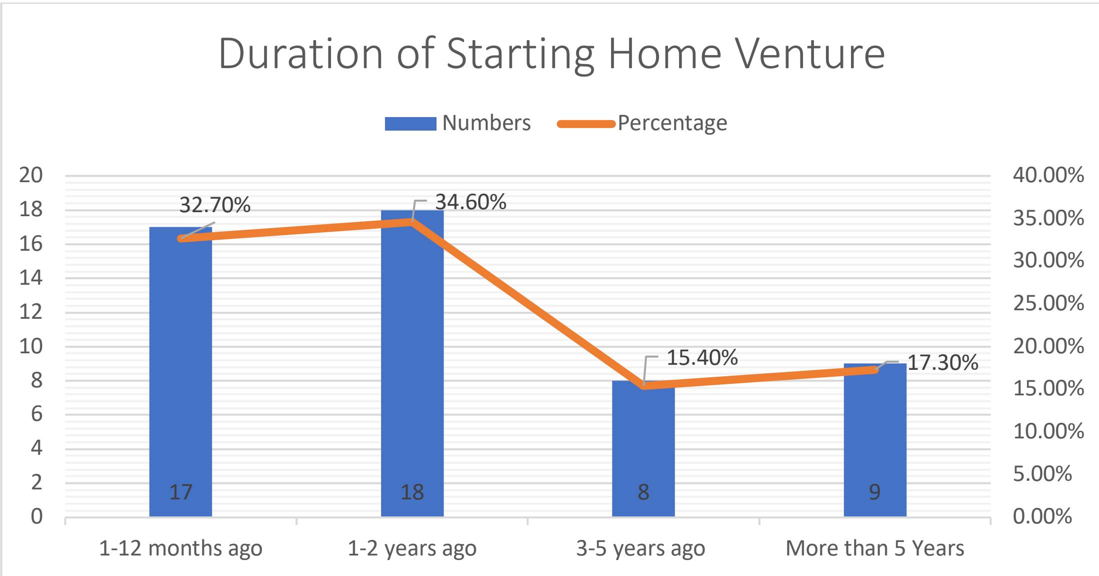
From the above graph, I inferred that there are 48.1% of the people having a secondary income source apart from their business. And over 51.9% of the total responses do not have any other income source and are solely dependent over their home business.

4.6

Duration of Starting the Home Venture

In the survey, I wanted to understand when did the homepreneurs start their business. As in, when and how long have they been involved in such a business. Whether its in the initial days of the lockdown or after that or before that.

Fig 6 – Duration of starting the venture



The above graph shows a lot of the respondents have started the venture within a year. This indicates that how the recent scenario affected the setup and how the concept of homepreneurs have gained acceptance in the recent days. Among the 52 participants, 17 were having their business for a year. And 18 respondents said within 2 years. 15.40% of the participants have their business for 3-5 years while 9 participant (17.30%) have business experience of more than 5 years.

4.7

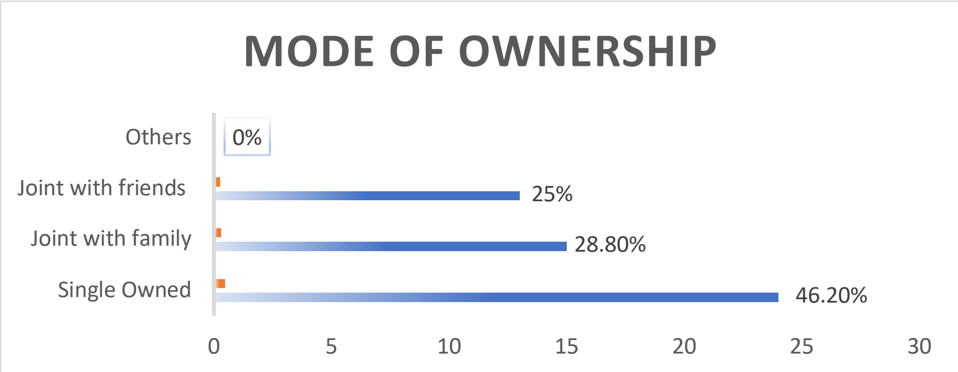
Mode of Ownership

Ventures can be of different modes of ownerships such as single owned, or sometimes jointly owned with partners or even joint with family.

Table 4 – Showing the mode of ownership of venture

Mode	Numbers	Percentage
Single Owned	24	46.2%
Joint with family	15	28.8%
Joint with friends	13	25%
Others	0	0%
Total	**52**	**100%**

Fig 7 – Mode of Ownership



	Single Owned	Joint with family	Joint with friends	Others
Percentage	46.20%	28.80%	25%	0%
Numbers	24	15	13	0

Majority of the respondents are having single owned ventures that is 46.20%, while 28.80% are having joint ventures with family, and 25% of the respondents are having joint ventures with their friends. This gives us an understanding that many people are the sole owner and operator of their business without any help.

4.8

Reason Behind the Home Venture

There should be some valid reasons behind the starting up of any home business for that matter. This would help us to analyse why are people coming forward with new entrepreneurial ideas and establishing it as well.

Table 5 – Classification of reasons behind starting the business

Reason	Numbers	Percentage
Desire to start something of own	6	11.5%
Lack of job opportunities	10	19.2%
Turned passion into a source of income	7	13.5%
Unsatisfied with previous salaries	8	15.4%
Pandemic and Total Lock	21	40.4%
Total	52	100%

Hypothesis:

H0[null hypothesis]: There is no significant association between the gender and the Mode of ownership.

H1[alternate hypothesis]: There is a significant association between the gender and the Mode of ownership.

Table 6 – Crosstab between Mode of ownership of start-up and gender

			3.Gender		
			Female	Male	Total
8. Mode of ownership of start-up	Joint with family	Count	10	5	15
		Expected Count	7.5	7.5	15.0
	Joint with friends	Count	5	8	13
		Expected Count	6.5	6.5	13.0
	Single owned	Count	11	13	24
		Expected Count	12.0	12.0	24.0
Total		Count	26	26	52
		Expected Count	26.0	26.0	52.0

From the above table, we can interpret the following:

1. 15 of the respondents shown that "Mode of Ownership of start-up" is Joint with family , out of which 10 are female and rest 5 are male.
2. 13 of the respondents shown that "Mode of Ownership of start-up" is Joint with friends, out of which 5 are female and rest 8 are male.
3. 13 of the respondents shown that "Mode of Ownership of start-up" is Single Owned, out of which 11 are female and rest 13 are male.

Table 7- Chi-Square Tests between Mode of ownership of start-up and gender

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.526[a]	2	.283
Likelihood Ratio	2.564	2	.277
N of Valid Cases	52		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.50.

The Pearson Chi-Square significance value is 0.283 which is greater than **α** (0.05). Thus, we fail to reject the null hypothesis and conclude that there is no significant relationship between Mode of ownership of start-up and gender.

4.9

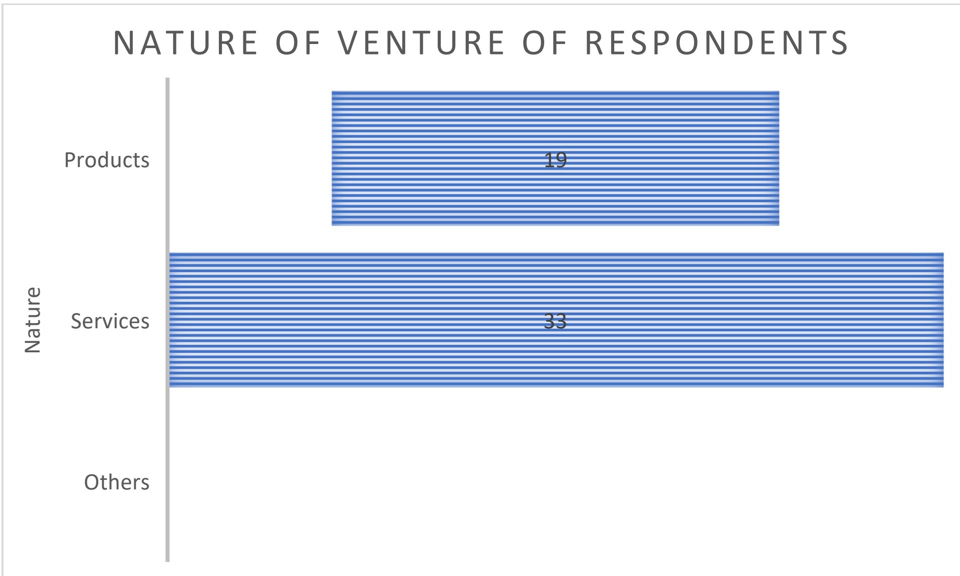
Nature of the venture

While speaking about the business we can classify the businesses mainly in 2 categories that are Products and Services, the following data will give a picture about the nature of respondents venture.

Table 8 – Nature of Venture of Respondents

Nature	Numbers	Percentage
Products	19	36.5%
Services	33	63.5%
Others	0	0%
Total	**52**	**100%**

Fig 8 – Nature of Venture of Respondents



The above graph shows that the 35 respondents have Goods as their product while 23% have only Services. And 19% of the respondents have both services as well as goods.

Hypothesis:

H0[null hypothesis]: There is no significant association between the Age and the Nature of venture of respondents.

H1[alternate hypothesis]: There is a significant association between the Age and the Nature of venture of respondents.

Table 9 – Crosstab between Age and Nature of Venture of Respondents

			2. Age				
			20-30	30-40	45+	Below 20	Total
9. What was the reason behind setting up your home venture	Desire to start something of your own	Count	1	4	1	0	6
		Expected Count	2.1	2.0	1.2	.8	6.0
	Lack of job-opportunities	Count	3	3	4	0	10
		Expected Count	3.5	3.3	1.9	1.3	10.0
	Pandemic and Total Lock	Count	9	5	2	5	21
		Expected Count	7.3	6.9	4.0	2.8	21.0
	Turned passion into source of income	Count	4	1	1	1	7
		Expected Count	2.4	2.3	1.3	.9	7.0
	Unsatisfied with previous salaries	Count	1	4	2	1	8
		Expected Count	2.8	2.6	1.5	1.1	8.0
Total		Count	18	17	10	7	52
		Expected Count	18.0	17.0	10.0	7.0	52.0

From the above table, we can interpret the following:

4. 6 of the respondents thought that the “Reason behind setting their business” is Desire to start something of your own, out of which 1 were age group of 20-30, 4 were 30-40, and last 1 was 45+.

5. 10 of the respondents thought that the "Reason behind setting their business" is Lack of job opportunities, out of which 3 were age group of 20-30, 3 were 30-40, and last 4 was 45+.
6. 21 of the respondents thought that the "Reason behind setting their business" is Pandemic and total lock down, out of which 9 were age group of 20-30, 5 were 30-40, 2 was 45+, and lastly 5 below 20.
7. 7 of the respondents thought that the "Reason behind setting their business" is Turned passion into source of income, out of which 4 were age group of 20-30, 1 were 30-40, 1 was 45+, and lastly 1 below 20.
8. 8 of the respondents thought that the "Reason behind setting their business" is Unsatisfied with previous salaries, out of which 1 were age group of 20-30, 4 were 30-40, 2 was 45+, and lastly 1 below 20.

Table 10 - Chi-Square Tests for Nature of Venture of respondents

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.648[a]	12	.261
Likelihood Ratio	16.144	12	.185
N of Valid Cases	52		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .81.

The Pearson Chi-Square significance value is 0.261 which is greater than **α**(0.05). Thus, we fail to reject the null hypothesis and conclude that there is no significant relationship between Age and "Nature of Venture of Respondents.

4.10

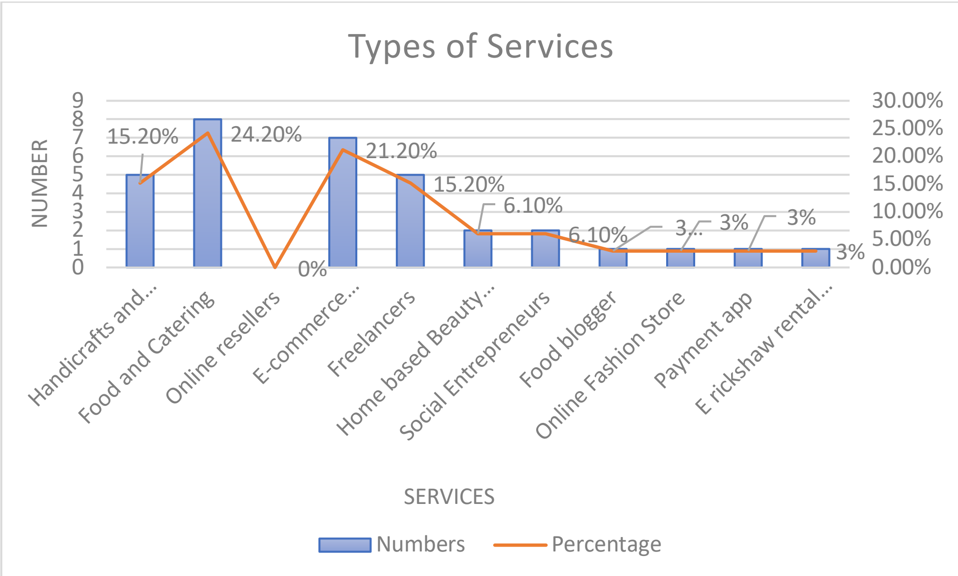
If Service, then please tell which type of service you provide.

Few categories of service were mentioned like Handicrafts and artisans, Food and Catering, Online resellers, E-commerce Entrepreneurs, Freelancers, Home based Beauty Services, Social Entrepreneurs, Food blogger, Online Fashion Store, Payment app, E rickshaw rental service.

Table 11 – Types of services

Services	Numbers	Percentage
Handicrafts and artisans	5	15.2%
Food and Catering	8	24.2%foo
Online resellers	0	0%
E-commerce Entrepreneurs	7	21.2%
Freelancers	5	15.2%
Home based Beauty Services	2	6.1%
Social Entrepreneurs	2	6.1%
Food blogger	1	3%
Online Fashion Store	1	3%
Payment app	1	3%
E rickshaw rental service	1	3%
Total	**52**	**100%**

Fig 9 – Types of services



The above graph shows that the 8 respondents have food and catering services which is the highest services filled. Following with E-commerce entrepreneurs with 7 respondents and handicraft and artisans with 5 respondents. Lastly, the least filled service was Online reseller which is 0 respondents.

4.11

Preferred mode of marketing Goods/Services

Table 12 – Mode of Marketing Products crosstab with Capital investment

			13. The capital investment of your venture (rupees)					
			100000-150000	150000-200000	50000-100000	Above 200000	Below 50000	Total
11. If service, then please tell which type of service you provide.		Count	6	3	1	9	0	19
		Expected Count	5.1	2.6	2.6	4.4	4.4	19.0
	E rickshaw rental service	Count	0	0	0	1	0	1
		Expected Count	.3	.1	.1	.2	.2	1.0
	E-commerce Enterpreneurs	Count	1	2	2	1	1	7
		Expected Count	1.9	.9	.9	1.6	1.6	7.0
	Food and Catering	Count	4	0	1	1	2	8
		Expected Count	2.2	1.1	1.1	1.8	1.8	8.0
	Food blogger	Count	0	0	0	0	1	1
		Expected Count	.3	.1	.1	.2	.2	1.0
	Freelancers	Count	0	0	2	0	3	5
		Expected Count	1.3	.7	.7	1.2	1.2	5.0
	Handicrafts and artisans	Count	2	0	0	0	3	5
		Expected Count	1.3	.7	.7	1.2	1.2	5.0
	Home based Beauty Services	Count	0	1	0	0	1	2
		Expected Count	.5	.3	.3	.5	.5	2.0
	Online Fashion Store	Count	1	0	0	0	0	1
		Expected Count	.3	.1	.1	.2	.2	1.0
	Payment app	Count	0	1	0	0	0	1
		Expected Count	.3	.1	.1	.2	.2	1.0
	Social Entrepreneurs	Count	0	0	1	0	1	2
		Expected Count	.5	.3	.3	.5	.5	2.0
Total		Count	14	7	7	12	12	52
		Expected Count	14.0	7.0	7.0	12.0	12.0	52.0

From the above table, we can interpret the following:

1. Only 1 of the respondents showed “Service provided” as E-Rickshaw rental service and it requires above 2,00,000 capital investment.
2. 7 of the respondents showed “Service provided type” as E-commerce entrepreneurs, out of which 1 showed 1,00,000-1,50,000 capital requirement, 2 showed 1,50.000-2,00,000 capital requirement, 2 showed 50,000-1,00,000 capital requirement, 1 showed above 2,00,000 capital requirement and lastly 1 showed Below 50,000 capital requirements.
3. 8 of the respondents showed “Service provided type” as food and catering, out of which 4 showed 1,00,000-1,50,000 capital requirement, 1 showed 50,000-1,00,000 capital requirement, 1 showed above 2,00,000 capital requirement and lastly 2 showed Below 50,000 capital requirements.
4. Only 1 of the respondents showed “Service provided” as Food Blogger and it requires below 50,000 capital investment.
5. 5 of the respondents showed “Service provided type” as Freelancers, out of which 2 showed 50,000-1,00,000 capital requirement and lastly 3 showed Below 50,000 capital requirements.
6. 5 of the respondents showed “Service provided type” as Handicrafts and artisans, out of which 2 showed 1,00,000-1,50,000 capital requirement, and lastly 3 showed Below 50,000 capital requirements.
7. 2 of the respondents showed “Service provided type” as Home based Beauty Services, out of which 1 showed 1,50.000-2,00,000 capital requirement and lastly 1 showed Below 50,000 capital requirements.
8. Only 1 of the respondents showed “Service provided” as Online fashion store and it requires 1,00,000-1,50,000 capital investment.
9. Only 1 of the respondents showed “Service provided” as Payment app and it requires 1,50,000-2,00,000 capital investment.
10. 2 of the respondents showed “Service provided type” as social entrepreneur Services, out of which 1 showed 50.000-1,00,000 capital requirement and lastly 1 showed Below 50,000 capital requirements.

Table 13- Chi-Square Tests for Mode of marketing and Capital Investment

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	54.831[a]	40	.059
Likelihood Ratio	58.918	40	.027
N of Valid Cases	52		

a. 54 cells (98.2%) have expected count less than 5. The minimum expected count is .13.

The Pearson Chi-Square significance value is 0.59 which is greater than **α** (0.05). Thus, we fail to reject the null hypothesis and conclude that there is no significant relationship between Mode of marketing and Capital Investment.

4.12

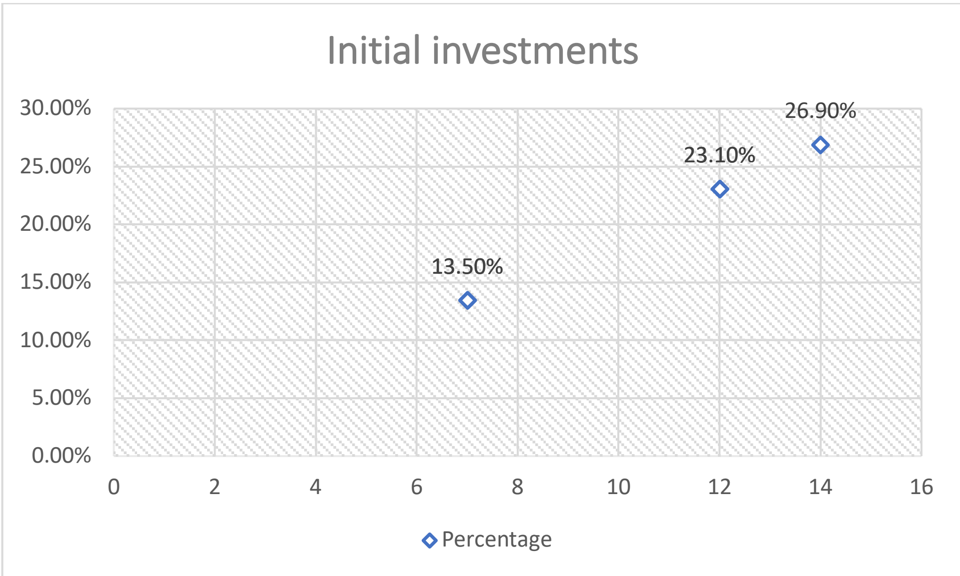
Capital Investments and Support

Capital investments are an inevitable factor in a business. The reason is - no matter how much money we invest later, it is all about the initial investments. Also, in many situations people have seen being afraid to take risks and invest in something even though the idea is innovative. There can be 2 such instances – 1. Not enough resources to invest or 2. Not willing to the risks.

Table 14 – Classification of the initial investments of respondents

Investments (Rs)	Numbers	Percentage
Below 50,000	12	23.1%
50,000-1,00,000	7	13.5%
1,00,000-1,50,000	14	26.9%
1,50,000-2,00,000	7	13.5%
Above 2,00,000	12	23.1%
Total	**52**	**100%**

Fig 10 – Classification of initial investments of respondents



Based on the responses received, I inferred that there are not too many people who would like to invest more than 200000. Most homepreneurs lie between the bracket of 5000 – 50000. Almost 28 respondents fall under this bracket. Other 21 homepreneurs invested below 100000 in their business, rest 3 and 8 respondents invested below 200000 and above 200000 respectively.

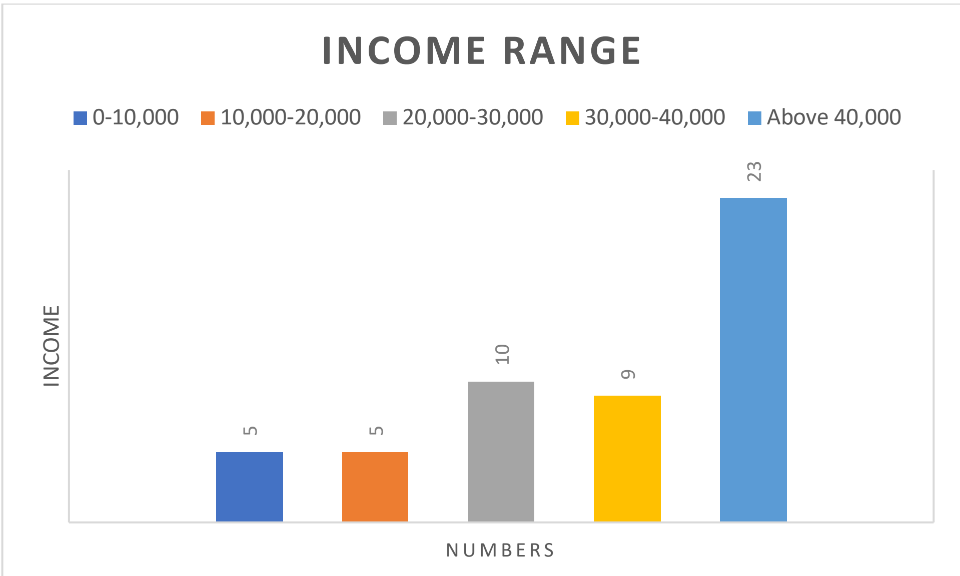
4.13

Average Monthly Income

Table 15 – Average Monthly Income of the venture

Income Range (Rs)	Numbers	Percentage
0-10,000	5	9.6%
10,000-20,000	5	9.6%
20,000-30,000	10	19.2%
30,000-40,000	9	17.3%
Above 40,000	23	44.2%
Total	**52**	**100%**

Fig 11 – Average Monthly Income of the venture



We saw earlier about the initial investments made by the respondents. Keeping that in mind, majority of the home entrepreneurs are earning between the bracket of Above 40,000 Rs. 20,000-30,000 bracket is being earned by over 19.2% of the respondents. 0-10,000 and 10,000-20,000 are same percentage which is 9.6%.

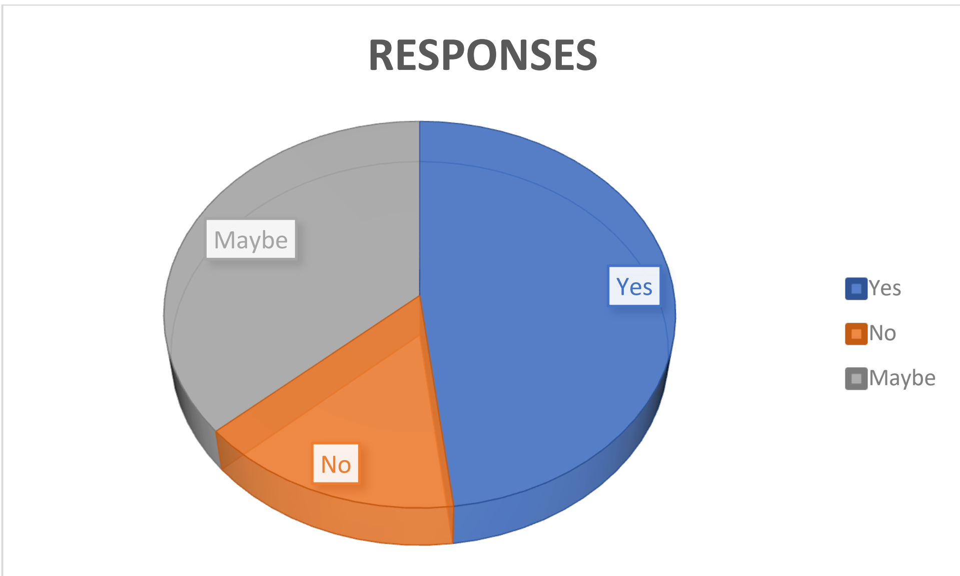
4.14

Social Media Activeness by Homepreneurs

Table 16– Responses on Handling social media

Responses	**Numbers**	**Percentage**
Yes	25	48.1%
No	8	15.4%
Maybe	19	36.5%
Total	**52**	**100%**

Fig 12 – Responses on Handling social media



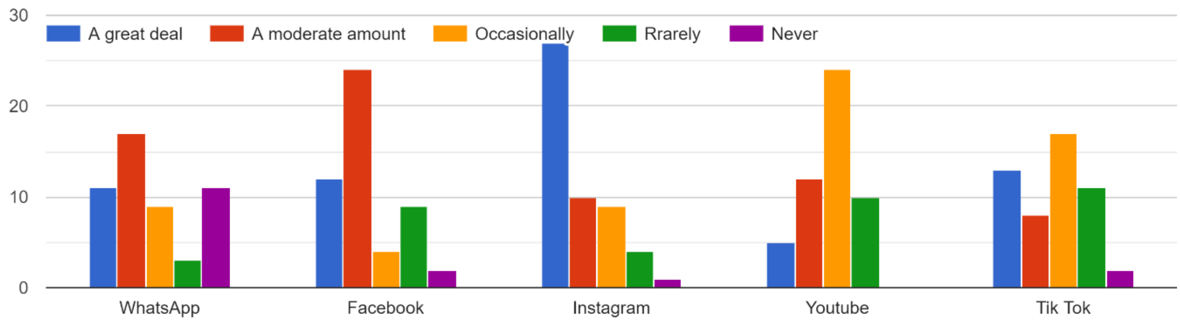
The anticipated answer was a Yes for social media. As seen above, it is, 25 out of the total 52 respondents said yes while 19 opted the diplomatic answer of Maybe and only 15.4% respondents said no.

4.15

Social Media For reaching customer for Homepreneurs

Obviously social media does have a very intense influence on society and home ventures. There are different social media platform like WhatsApp, Instagram, YouTube, TikTok, etc. Therefore, in the survey I gave the options of these 5 different social media platforms and the respondents should rank it in accordance with their thought of social media having most to least influence on the Homepreneurs. Being active on social media and using it wisely has always been a boon or a bane for any company/entrepreneur or any individual for that matter. Social Media can influence a home entrepreneur on various levels – be it good or bad/helpful or no. Being on social media can make one comprehend the current trends that are happening all around the world. This can be helpful in a sense that anybody can customize the way they sell their goods and services. Since human touch is not available being online, however, entrepreneurs can easily understand the needs and wants of the customers.

Fig 13 – social media for reaching customer for homepreneurs



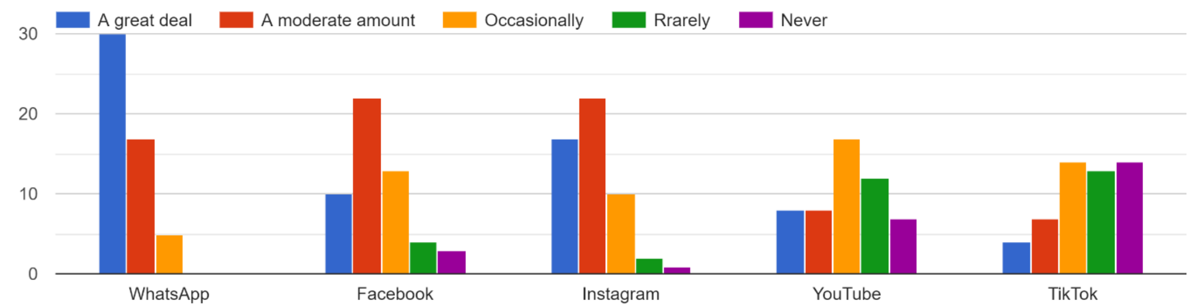
The above data shows that the Instagram and Facebook have highest average having the most reaching customer platforms of homepreneurs. YouTube have got the mixed answer ranks and TikTok have got majority of least influenced social media. We could conclude that Instagram and Facebook are the used most to reach customers while YouTube is in between; WhatsApp & TikTok have the same rank at least.

4.16

Social Media for Handling Queries of customers

Social media queries handling is an important aspect of customer service and can have a significant impact on a business's reputation and success. By effectively handling queries, businesses can build customer loyalty, improve customer satisfaction, and create opportunities for sales and marketing. I have collected data over 5 different social media platform for the same.

Fig 14 – Social media for handling queries of customers



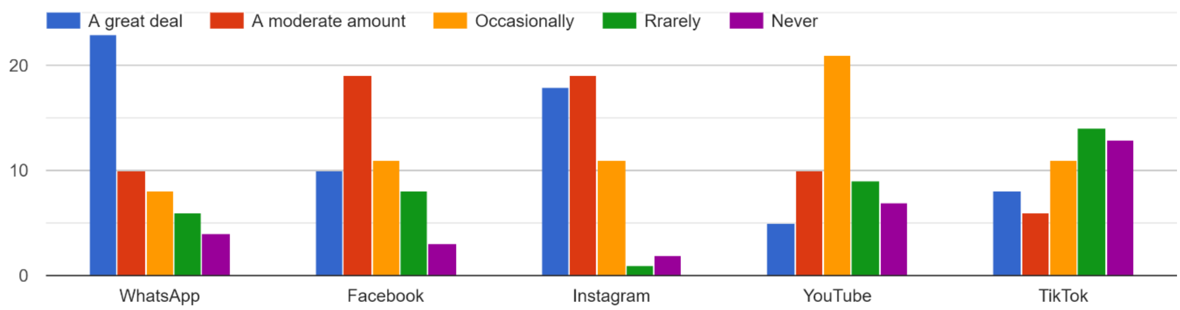
The above data shows that WhatsApp have highest average having the most query solving of customer platforms of homepreneurs. Facebook and Instagram have got the mixed responses and TikTok have got majority of least handling queries through social media. We could conclude that WhatsApp are the used most to reach customers while Facebook and Instagram are in between; YouTube & TikTok have the same rank at least.

4.17

Social Media for getting feedback from customers

Social media for getting feedback refers to the practice of using social media platforms such as Facebook, WhatsApp, Instagram, or YouTube to gather opinions, comments, or suggestions from customers, clients, or audience about a product, service, or content. Social media for getting feedback is a valuable tool for businesses and individuals to build stronger relationships with their audience, increase engagement, and improve their offerings.

Fig 15 – Social media for getting feedbacks from customers



The above data shows that WhatsApp have highest average having the most getting feedback form customer platforms of homepreneurs. YouTube have got the second most responses ranks and Facebook and Instagram have got mixed of responses for feedback through social media. We could conclude that WhatsApp are the used most to reach customers while YouTube is next best Alternative: TikTok have the same rank at least.

Chapter 5

Discussion and Summary of Results

5.1

Findings

Homepreneurs have indeed turned out to be an essential concept nowadays. It brings about entrepreneurial skills and a source of income, especially during this challenging stage. Now, it is time to look beyond the conventional idea of entrepreneurship, where only those with a workspace or an office are considered entrepreneurs. Some are introduced to this only after the lockdown, while some have started earlier as a side business; also, some are having home ventures as a backup plan for the current unstable economic waves. And some are considering these ventures as the only source of income.

- Majority of the respondents are from the age group 20-30 years.
- Equal number of Male and Female respondents that is 26 male and 26 female.
- 32.7% respondents have a educational qualification of being Higher Secondary/Professional Diploma.
- A lot of the homepreneurs are either Engaged or Married.
- I inferred that there are over 51.9% of the people having no secondary income source apart from their business. And over 48.1% of the total responses have other source of income and are not solely dependent over their home business.
- I wanted to understand when did the homepreneurs start their business. Whether it is in the initial days of the lockdown or after that or before that. Among the 52 participants, 17 were having their business for a year.
- Majority of the respondents are having single owned ventures that is 46.2%, while 28.8% are having joint ventures with family, and 25% of the respondents are having joint ventures with their friends.

- Reasons behind starting their venture parameter was interesting – 40.4% people started due to pandemic and total lock made to an income source yet innovative. Almost 19.2% felt Lack of job opportunities and started home business. 15.4% of the respondents started their home venture because they were unsatisfied with previous salaries. And 13.5% turned passion into a source of income while doing home business and lastly 11.5% respondents Desired to start something of own.
- Capital Investments of the homepreneurs - I inferred that maximum people are in the bracket of 1,00,000-1,50,000 and following by two brackets which are Below 50,000 and Above 2,00,000. Such result shows very diverse capital investment in business depending upon the nature and requirement of business the respondent want to build.
- Income - Majority of the home entrepreneurs are earning between the bracket of Above 40,000. Following by Rs. 20,000-30,000 bracket is being earned by over 19.2% of the respondents.
- Whether or not the respondents are active on social media? About 48.1% said yes and the other 15.4% said no. 36.5% gave a neutral reply of Maybe.
- The rank wise distribution of Social Media Handles. respondents have given first rank to Instagram and Facebook for reaching maximum to customers respectively. From the graph we could know that YouTube as the 3rd most reached customers media.
- The rank wise distribution of Social Media Handles, respondents have given WhatsApp for being highest for query solving of customers and following by Facebook and Instagram. The least query is solved on YouTube and TikTok social media platform.
- Lastly, the rank wise distribution of Social Media Handles, respondents have given WhatsApp for being highest for getting most feedbacks and following by YouTube as second most platform. The least feedback is given on TikTok platform.

Chapter 6
Conclusion

The above-detailed study says that the concept of a homepreneur ship has a new promising future ahead. People are changing their conventional mindset of only a workspace that defines entrepreneurship; instead, they redefine it as from anywhere we could do business and emerge as an entrepreneur. And this highly relevant study is an eye-opener for whatever your current status be, you can still be earning from home itself. The typical old stereotype of working in an office space needs to be changed. And the concept of Homepreneur-ship did exactly that. It opened people's eyes and drew them towards working from home, in your comfort zone. The thought that passion can be earned - excited various entrepreneurs in the sense that they are doing what they love. Students also have a part-time passion by utilizing their social media platforms to the fullest. Lockdown days have certainly been a fundamental turning point in their lives as they brought about many changes. The Covid-19 pandemic had brought about many adverse impacts on their lives. Still, these homepreneurs have explored the scope of online business and use the tool of digital advertisements for their marketing products. Not just this, they have used digitalization to the entire optimum use. Homepreneur-ship has a very wide opportunity-filled future in the upcoming years, for the upcoming generations. The next set of millennials might use their own innovative idea in this concept and make it even more interesting and engaging. Thus, we could conclude that everyone could earn from home by utilizing the scope of online business and some free time. Therefore, let this concept spread along.

Chapter 7
Limitations

Research on homepreneurs, like any other type of research, has its limitations. Some of the potential limitations of research on homepreneurs include:

- Sample bias: Studies of home-based entrepreneurship may be limited to specific geographic areas, industries, or types of businesses, which can limit the generalizability of the findings.

- Data availability: Data on home-based entrepreneurship may be limited or difficult to obtain, particularly in developing countries or in sectors that are less formalized.

- Methodological limitations: Research on homepreneurs may be limited by the methods used to collect and analyse data, such as survey instruments or case studies. These methods may not capture the full range of experiences and perspectives of homepreneurs.

- Lack of comparability: Comparing home-based entrepreneurship to traditional forms of entrepreneurship can be challenging, as home-based businesses may operate in different contexts and face different challenges.

- Difficulty in measuring impact: Measuring the economic and social impact of home-based entrepreneurship can be difficult, as the benefits may be difficult to quantify or may accrue over a long period of time.

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Appendix A
Questionnaire

Homepreneurship

To study emergence of homepreneurs during covid -19

* Required

1.Name *

---

2. Age *

Mark only one oval.

- ⬭ Below 20
- ⬭ 20-30
- ⬭ 30-40
- ⬭ 45+

3.Gender *

Mark only one oval.

- ⬭ Male
- ⬭ Female
- ⬭ Other: ____________________

4. Educational Qualification *

Mark only one oval.

Secondary

Higher Secondary/Professional Diploma

Graduation

Post-Graduation

5. Marital Status *

Mark only one oval.

Married/ Engaged

Single

Others

6. Do you have any other resources of income apart from your venture? *

Mark only one oval.

Yes

No

7. When did you start your Home Venture *

Mark only one oval.

1 to 12 months ago

1 to 2

years

ago 3

to 5 years ago

More than 5 years

8. Mode of ownership of start-up *

Mark only one oval.

- Single owned
- Joint with family
- Joint with friends
- Others

9. What was the reason behind setting up your home venture *

Mark only one oval.

- Desire to start something of your own
- Turned passion into source of income
- Unsatisfied with previous salaries
- Lack of job-opportunities
- Pandemic and Total Lock

10, Nature of your venture? *

Mark only one oval.

- Products

Services

Others

11. If service, then please tell which type of service you provide.

Mark only one oval.

- Handicrafts and artisans
- Food and Catering
- Online resellers
- E-commerce Entrepreneurs
- Freelancers
- Home based Beauty Services
- Social Entrepreneurs
- Other: ______________________

12. Preferred mode of marketing products/ services? *

Check all that apply.

- [ ] Physical advertisements
- [ ] Word of mouth
- [ ] Digital advertisements
- [ ] Public relations
- [ ] Referral marketing
- [ ] Email marketing
- [ ] Influencer marketing
- [ ] Content marketing

13. The capital investment of your venture (rupees) *

Mark only one oval.

- Below 50000
- 50000-100000
- 100000-150000
- 150000-
- 200000

Above 200000

14. Average monthly income (rupees) *

Mark only one oval.

- 0-10000
- 10000-20000
- 20000-30000
- 30000-
- 40000

Above 40000

15. Is being active on various social media platforms a necessity, being a homepreneur? *

Mark only one oval.

- Yes
- No
- Maybe

16. Rank these social media platform-based on usage in order to reach customer *

Mark only one oval per row.

	A great deal	A moderate amount	Occasionally	Rarely	Never
WhatsApp					
Facebook					
Instagram					
Youtube					
Tik Tok					

17. Rank these social media platforms based on usage in order to handle queries. *

Mark only one oval per row.

	A great deal	A moderate amount	Occasionally	Rarely	Never
WhatsApp					
Facebook					
Instagram					
YouTube					
TikTok					

18. Rank these social media platforms based on usage in order to get feedback. *

Mark only one oval per row.

	A great deal	A moderate amount	Occasionally	Rarely	Never
WhatsApp	⬭	⬭	⬭	⬭	⬭
Facebook	⬭	⬭	⬭	⬭	⬭
Instagram	⬭	⬭	⬭	⬭	⬭
YouTube	⬭	⬭	⬭	⬭	⬭
TikTok	⬭	⬭	⬭	⬭	⬭