

**MODERN BUSINESS CHALLENGES FACED BY FIRST GENERATION WOMEN
ENTREPRENEURS IN COIMBATORE CITY – WITH SPECIAL REFERENCE TO
APPAREL SECTOR**

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Introduction

As the First - generation women entrepreneurs do not have previous industrial experience, they carry on their industrial activities on trial-and-error basis involving wastage of time and energy, and material resources. It is evident from the experience of many first - generation women entrepreneurs that they fall sick in the take-off stage itself. (*Selvaraj N, 2016*). Entrepreneurship is a pivotal role trending term these days. It is defined as the process of thinking something innovative and converting these ideas into new business. Now this business typically begins with small businesses like that of a startup company. It is also explained as the tendency and willingness to develop, organize and manage a business or venture taking up any of its risk with a motive of making money. (*P. Balamurugan, 2021*) Despite the apparent benefits of women entrepreneurs to an economy, the full potential of the women entrepreneur's sector has not been unleashed. The women entrepreneurs are today at crossroads. The existing incentive system no more meets the needs of the sector and the challenges posed by the new economy. New incentives and support to women entrepreneurs are imperative to help them build capabilities and to stay ahead of competition, both locally and in overseas markets. In many economies governments seek to develop programmes to attract, retain and advance women thus it is hoped that the results of this research will be used to design and implement remedial programme strategies and ongoing research to support women entrepreneurs.

The important reasons for starting a new business are some of the most recognized individual motivation factors for entrepreneurship are the Independence, Market Opportunity, Challenge, Family Background, New Idea, and Challenge Dream and so on. "Earning better life, influence of success stories, personal satisfaction, desire to utilize own skills and talents, unfavourable present working environment, self-employment and employment for others.

The assurance of carrier and family security, fulfilment of the creative urge of the borrower's, experience in family business, self-confidence, non-availability of suitable job or work and advice of family members.

Review from the earlier studies

Many research studies have been conducted on the subject of generation apparel and entrepreneurs in respective areas. These studies have revealed that certain variables are consistently correlated with new generation of entrepreneurs in various sector. This segment presents a brief review of earlier literature relevant to the current study of "*Modern Business Challenges Faced by First Generation Women Entrepreneurs in Coimbatore City – With Special Reference to Apparel Sector*". The collection of reviews has been made from various studies undertaken by academic journals, magazines, publication, working papers, books and the like.

Study Conducted in India

A few reviews collected and presented on study conducted and measured on generation apparel and entrepreneurs in Indian context from the various academician and experts.

Study Conducted in Abroad

A few reviews collected and presented on study conducted and measured on generation apparel and entrepreneurs in Outside of Indian context from the various academician and experts.

Selvaraj N (2016), examine that the "*Marketing Problems Encountered by First Generation Entrepreneurs - A Study with Reference to Madurai in Tamil Nadu*", The main objective of the study is based on the marketing and location problems encountered by the first - generation women entrepreneurs. The primary data have been collected from the respondents

directly for the period of study is impounded to one year. An attempt has been made to identify the factors which influenced the first - generation women entrepreneurs to identify their skills. It is concluded that from the analysis, it is evident that a vast majority of the new entrepreneurial class was prompted to enter industry mainly because of these factors: first, they had a strong desire to do something independent in life; second, they possessed technical knowledge or trading or manufacturing experience in the same or related line and third, governmental and institutional assistance became available to those.

Gadila Vakula Devi (2018), state that the “*A Study on First Generation Women Entrepreneur’s: Problems and Prospectus*”, This paper tried to outline the idea of First-Generation Women Entrepreneurs (FGWE), discussed the major factors affecting the development of FGWEs, and tried to spot issues of FGWEs and eventually given appropriate suggestions to triumph the success of FGWEs.

Balamurugan and Tomsy Thomas (2021) reveals that the “*A Study on Challenges Faced by Women Entrepreneurs in Mumbai Region*”, The main objectives of the research are to analyse social - cultural and personal issues faced by the women entrepreneurs in their business endeavours. The research is descriptive in nature. Convenient sampling method is used. Well-structured questionnaire employed to get primary data from 140 respondents belonging from Mumbai region. From the analysis, it is clear that there are slightly more than quarter of the respondents facing social - cultural and personal issues.

STATEMENT OF THE PROBLEM

Entrepreneurship is a very trending term these days. It is defined as the process of thinking something innovative and converting these ideas into new business. Now this business typically begins with small businesses like that of a startup company. It is also explained as the tendency and willingness to develop, organize and manage a business or venture taking up any of its risk with a motive of making money. But if we look at already existing definitions, it throws light only on launching and running of businesses due to high risk involved in launching it. As a result, to its major chunk of businesses had to close up due to either lack of funding or a bad business decision. If we look back to the days of 20th century, we will realize that women operated small business with a motive of supplementing their income. Moreover, they were also trying to avoid poverty or were replacing the income from the loss of a spouse. This was also a reason that the ventures ran by women were not considered as entrepreneurial. Many of them had to take care of their family responsibilities as well.

In the present study, the researcher wants to know whether first - generation women entrepreneurs facing any hidden problems relevant with the apparel business sectors. The business which includes, clothing, inner wear outerwear, garments headwear; facial coverings; accessories such as scarves, sunglasses etc., By conducting this study, the researcher will be able to provide better insight into how the first - generation women entrepreneurs are improving themselves and face the challenges across Tiruppur area. With this backdrop the researcher has made an attempt to analyze the “*Modern Business Challenges Faced by First Generation Women Entrepreneurs in Coimbatore City – With Special Reference to Apparel Sector*”. Hence, the researcher wants to know the answers for the following research questions:

- What is the demographic profile of the first - generation women entrepreneurs to the select apparel sectors in Coimbatore City?
- Are the first - generation women entrepreneurs aware of the career opportunities and career prospects of the selected garment sectors in Coimbatore City?
- Are there any issues facing first - generation women entrepreneurs of selected garment industries in Coimbatore City?

RESEARCH OBJECTIVES

- ❖ To identify the demographic profile of the first - generation women entrepreneurs to the select apparel sectors.
- ❖ To examine the awareness level of career opportunities in apparel sectors.
- ❖ To identify the issues faced by women entrepreneurs in apparel sectors.

RESEARCH HYPOTHESIS

H₀₁ = There is no association between demographic profile and first - generation women entrepreneurs awareness level of the career opportunities and career prospects of the selected apparel sectors in Coimbatore City

H₀₂ = There is no association between demographic profile and first - generation women entrepreneurs issues facing first - generation women entrepreneurs of selected apparel industries in Coimbatore City.

METHODOLOGY AND TOOLS**(a) Sources of data**

The study is based on the primary data. The primary data was collected for the period of 3 months from 1st July, 2023 to 30th September, 2023 on interview schedule method. In addition, other required data was collected from various journals, magazines, various newspapers, website, unpublished thesis work and reports.

(b) Techniques of Analysis

The collected data have been used for analysis with the help of statistical tools. The statistical techniques percentage analysis, Cross tabulation with chi-square test, Mean Score Ranking and ANOVA test.

(c) Sampling Design

The primary data for the study has been collecting from a sample population of 200 (*Equal Proportion to Each Block*) respondents based on purposive sampling method, using a well-structured interview schedule. The data have been collected from the *First - Generation Apparel Entrepreneurs Coimbatore City*.

Table – 1
Sampling Techniques followed by during the study period

S.No	Insurance Companies	Sample Size	Method Adoption
1	Coimbatore City East Block	50 Respondent	Equal Proportion to Each Block
2	Coimbatore City West Block	50 Respondent	
3	Coimbatore City North Block	50 Respondent	
4	Coimbatore City South Block	50 Respondent	
Total		200	

Source: Sample Fix with Reference of Coimbatore City Municipal Corporation Official Website

(a) Execution of Percentage Analysis

The following table -2 shows the analysis of *Objective – 1: To identify the demographic profile of the first - generation women entrepreneurs (respondent) to the select apparel sectors in Coimbatore City*.

Table – 2
Demographic Profile of the First - generation women entrepreneurs (Respondent) to the Select Apparel Sectors in Coimbatore City during the study period

Particulars	Variables	Frequency	Percent
Gender	Male	119	59.5
	Female	81	40.5
Total		200	100.00
Age	18 to 35 Years	46	23.5
	36-40 Years	6	3.5
	41-45 Years	38	19.0
	46-50 Years	47	23.0
	51-55 Years	57	28.5
	56 Years and Above	6	3.0
Total		200	100.00
Educational	Primary School	24	12.0
	Higher Secondary / Diploma	18	9.0

Qualification	Undergraduate (UG)	16	8.0
	Postgraduate (PG)	124	62.0
	Professional	18	9.0
	Total	200	100.00
Monthly Income	Less than Rs. 15,000	123	61.5
	Rs.15,001- Rs.25,000	10	5.0
	Rs.25,001- Rs.35,000	61	30.5
	More than Rs.35,001	6	3.0
	Total	200	100.00

Source: Primary Data

Table – 1 exhibit that the demographic profile of the First - generation women entrepreneurs (Respondent) to the Select Apparel Sectors in Coimbatore City During the Study Period. The 59.5 per cent of the respondents were in the male and remaining of 40.5 percent respondents were in the female. *It is shows that majority of the respondents categorised under the male.*

The value of 28.5 per cent of the respondents were in the age groups between 51-55 years followed by 23.5 per cent of the respondents belong to the age groups between 18 - 35 years, 23.0 per cent of the respondents belongs to the age group of 46-50 years, 19.0 per cent of the respondents belongs to the age group of 41-45 years, 3.5 per cent of the respondents belongs to the age group of 36-40 years and 3.0 per cent of the respondents belongs to the age group of above 56 years and above. *It is reported that majority of the respondents belongs to the age groups between 51-55 years.*

The value of 62.0 per cent of the respondents were in the Postgraduate (PG) followed by 12.0 per cent of the respondents are Primary School, 9.0 per cent of the respondents are Professional, 9.0 per cent of the respondents are Higher Secondary / Diploma and 8.0 per cent of the respondents are Undergraduate (UG). *It is reported that majority of the respondents under the category of Postgraduate (PG).*

The highest value of 61.50 per cent of the respondents under the category of Less than Rs. 15,000 scale and followed by 30.5 per cent of the respondents under the category of Rs.25,001- Rs.35,000 scale, 5.0 per cent of the respondents under the category of Rs.15,001- Rs.25,000 scale. The lowest value of 3.0 per cent of the respondents under the category of More than Rs.35,001 scale. *It is found that the majority of the respondents under the category of Less than Rs. 15,000 scale.*

(b) Execution of Cross tabulation with chi-square test

The following table -3 to 10 shows the analysis of *Objective – 2: To examine the first - generation women entrepreneurs aware of the career opportunities and career prospects of the selected apparel sectors in Coimbatore City.*

$H_{01(a)}$ = There is no association between demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Ambition and Vision) of the selected apparel sectors in Coimbatore City.

Table - 3

Cross tabulation with chi-square test analysis for demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Ambition and Vision) of the selected apparel sectors in Coimbatore City during the study period

		Ambition and Vision					Total
		Family Members	Friends/Relatives	Self-Motivation	Online Advertisement	News Paper	
Gender	Male	2	46	51	10	10	119
	Female	2	32	39	0	8	81
Total		4	78	90	10	18	200
Chi-Square		0.117 (NS)					

Source: Primary Data

Table - 3 makes it clear that the Cross tabulation with chi-square test analysis for demographic profile (Gender) and first - generation women entrepreneurs aware of the career

opportunities and career prospects (Ambition and Vision) of the selected apparel sectors in Coimbatore City during the study period. The ‘ χ^2 ’ value is 0.117 which shows statistically not significant and greater than the 0.05 level. Hence, the null hypothesis is accepted and it can be concluded that there is no significant association between demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Ambition and Vision) of the selected apparel sectors in Coimbatore City.

H_{01(b)} = There is no association between demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Creativity and Innovation) of the selected apparel sectors in Coimbatore City.

Table - 4

Cross tabulation with chi-square test analysis for demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Creativity and Innovation) of the selected apparel sectors in Coimbatore City during the study period

		Creativity and Innovation				Total
		Family	Friends	Business Model	Customer Demand	
Gender	Male	29	37	43	10	119
	Female	16	40	21	4	81
Total		45	77	64	14	200
Chi-Square		0.51 (S)				

Source: Primary Data

Table - 4 reveals that the Cross tabulation with chi-square test analysis for demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Creativity and Innovation) of the selected apparel sectors in Coimbatore City during the study period. The ‘ χ^2 ’ value is 0.51 which shows statistically not significant and less than the 0.05 level. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Creativity and Innovation) of the selected apparel sectors in Coimbatore City.

H_{01(c)} = There is no association between demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Risk-Taking and Adaptability) of the selected apparel sectors in Coimbatore City.

Table - 5

Cross tabulation with chi-square test analysis for demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Risk-Taking and Adaptability) of the selected apparel sectors in Coimbatore City during the study period

		Risk-Taking and Adaptability				Total
		Finance Level	Customer Level	Business Model	Offers	
Gender	Male	23	42	50	4	119
	Female	14	26	39	2	81
Total		37	68	89	6	200
Chi-Square		0.052 (S)				

Source: Primary Data

Table - 5 state that the Cross tabulation with chi-square test analysis for demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Risk-Taking and Adaptability) of the selected apparel sectors in Coimbatore City during the

study period. The ‘ χ^2 ’ value is 0.52 which shows statistically not significant and less than the 0.05 level. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Risk-Taking and Adaptability) of the selected apparel sectors in Coimbatore City.

$H_{01(d)}$ = There is no association between demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Customer-Centric Approach) of the selected apparel sectors in Coimbatore City.

Table - 6

Cross tabulation with chi-square test analysis for demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Customer-Centric Approach) of the selected apparel sectors in Coimbatore City during the study period

		Customer-Centric Approach				Total
		Promotional Offers	Credit Facility	Better Customer Service	Needs of the Family	
Gender	Male	70	12	22	15	119
	Female	42	9	28	2	81
Total		112	21	50	17	200
Chi-Square		0.010 (S)				

Source: Primary Data

Table - 6 measure that the Cross tabulation with chi-square test analysis for demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Customer-Centric Approach) of the selected apparel sectors in Coimbatore City during the study period. The ‘ χ^2 ’ value is 0.010 which shows statistically not significant and less than the 0.05 level. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Gender) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Customer-Centric Approach) of the selected apparel sectors in Coimbatore City.

$H_{01(e)}$ = There is no association between demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Ambition and Vision) of the selected apparel sectors in Coimbatore City during the study period.

Table - 7

Cross tabulation with chi-square test analysis for demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Ambition and Vision) of the selected apparel sectors in Coimbatore City during the study period

		Ambition and Vision					Total
		Family Members	Friends/Relatives	Self-Motivation	Online Advertisement	News Paper	
Age	18 to 35 Years	0	36	2	0	8	46
	36-40 Years	0	2	4	0	0	6
	41-45 Years	0	8	22	6	2	38
	46-50 Years	2	17	26	2	0	47
	51-55 Years	2	13	32	2	8	57
	56 Years and Above	0	2	4	0	0	6
Total		4	78	90	10	18	200
Chi-Square		0.000 (S)					

Source: Primary Data

Table - 7 represent that the Cross tabulation with chi-square test analysis for demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Ambition and Vision) of the selected apparel sectors in Coimbatore City during the study period. The ' χ^2 ' value is 0.000 which shows statistically not significant and less than the 0.05 level. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Ambition and Vision) of the selected apparel sectors in Coimbatore City.

$H_{01(f)}$ = There is no association between demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Creativity and Innovation) of the selected apparel sectors in Coimbatore City during the study period.

Table – 8

Cross tabulation with chi-square test analysis for demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Creativity and Innovation) of the selected apparel sectors in Coimbatore City during the study period

		Creativity and Innovation				Total
		Family	Friends	Business Model	Customer Demand	
Age	18 to 35 Years	23	8	15	0	46
	36-40 Years	0	2	2	2	6
	41-45 Years	4	15	13	6	38
	46-50 Years	8	18	17	4	47
	51-55 Years	8	32	15	2	57
	56 Years and Above	2	2	2	0	6
Total		45	77	64	14	200
Chi-Square		0.000 (S)				

Source: Primary Data

Table - 8 depicts the Cross tabulation with chi-square test analysis for demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Creativity and Innovation) of the selected apparel sectors in Coimbatore City during the study period. The ' χ^2 ' value is 0.000 which shows statistically not significant and less than the 0.05 level. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Creativity and Innovation) of the selected apparel sectors in Coimbatore City.

$H_{01(g)}$ = There is no association between demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Risk-Taking and Adaptability) of the selected apparel sectors in Coimbatore City during the study period.

Table – 9

Cross tabulation with chi-square test analysis for demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Risk-Taking and Adaptability) of the selected apparel sectors in Coimbatore City during the study period

		Risk-Taking and Adaptability				Total
		Finance Level	Customer Level	Business Model	Offers	
Age	18 to 35 Years	4	6	34	2	46
	36-40 Years	2	2	0	2	6
	41-45 Years	9	18	11	0	38

	46-50 Years	12	19	14	2	47
	51-55 Years	8	19	30	0	57
	56 Years and Above	2	4	0	0	6
	Total	37	68	89	6	200
	Chi-Square	0.000 (S)				

Source: Primary Data

Table - 9 reveals that the Cross tabulation with chi-square test analysis for demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Risk-Taking and Adaptability) of the selected apparel sectors in Coimbatore City during the study period. The ‘ χ^2 ’ value is 0.000 which shows statistically not significant and less than the 0.05 level. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Risk-Taking and Adaptability) of the selected apparel sectors in Coimbatore City.

$H_{01(n)}$ = There is no association between demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Customer-Centric Approach) of the selected apparel sectors in Coimbatore City during the study period.

Table – 10

Cross tabulation with chi-square test analysis for demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Customer-Centric Approach) of the selected apparel sectors in Coimbatore City during the study period

		Customer-Centric Approach				Total
		Promotional Offers	Credit Facility	Better Customer Service	Needs of the Family	
Age	18 to 35 Years	12	1	20	13	46
	36-40 Years	4	0	0	2	6
	41-45 Years	22	6	10	0	38
	46-50 Years	28	9	8	2	47
	51-55 Years	40	5	12	0	57
	56 Years and Above	6	0	0	0	6
Total		112	21	50	17	200
Chi-Square		0.000 (S)				

Source: Primary Data

Table - 10 shows that the Cross tabulation with chi-square test analysis for demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Customer-Centric Approach) of the selected apparel sectors in Coimbatore City during the study period. The ‘ χ^2 ’ value is 0.000 which shows statistically not significant and less than the 0.05 level. Hence, the null hypothesis is rejected and it can be concluded that there is a significant association between demographic profile (Age) and first - generation women entrepreneurs aware of the career opportunities and career prospects (Customer-Centric Approach) of the selected apparel sectors in Coimbatore City.

(c) Execution of Mean - Score Ranking Analyse

The following table -11 shows the analysis of *Objective – 2: To examine the first - generation women entrepreneurs aware of the career opportunities and career prospects of the selected apparel sectors in Coimbatore City.*

Table – 11

Mean - Score Ranking Analyse of First - generation women entrepreneurs Aware of The Career Opportunities and Career Prospects of the Selected Apparel Sectors in Coimbatore City during the study period

VR.No.	Variable Name	Mean Score	Mean Score Ranking
1	Limited Access to Capital	5.7400	X
2	Lack of Industry Experience	6.6550	II
3	Limited Support Network	7.0300	I
4	Risk and Uncertainty	5.8600	IX
5	Balancing Work-Life Commitments	6.2950	V
6	Limited Business Connections	6.0850	VIII
7	Overcoming Self-Doubt and Imposter Syndrome	6.2800	VI
8	Adopting Digital Tools and Technology	6.5150	IV
9	Seek Feedback and Adapt	6.1300	VII
10	Prioritize Self-Care	6.5450	III

Note: VR – Variable Number

Table - 11 analyse that the Mean - Score Ranking Analyse of First - generation women entrepreneurs Aware of The Career Opportunities and Career Prospects of the Selected Apparel Sectors in Coimbatore City during the study period. The result indicates that the various stages of perception on First - generation women entrepreneurs followed and assigning the rank and suggested by mean score it can be concluded that Limited Support Network is occupying the first rank and Lack of Industry Experience is second rank, Prioritize Self-Care is third rank. From the least of Limited Access to Capital is occupying the tenth rank.

(d) Execution of ANOVA Test

The following table -12 to 14 shows the analysis of *Objective – 3: To understand the any issues facing first - generation women entrepreneurs of selected apparel industries in Coimbatore City.*

$H_{02(a)}$ = There is no association between demographic profile (Gender) and first - generation women entrepreneurs' Issues and Challenges Facing First - generation women entrepreneurs of Selected Apparel Industries in Coimbatore City.

Table – 12

Gender wise ANOVA Test of Issues and Challenges Facing First - generation women entrepreneurs of Selected Apparel Industries in Coimbatore City

		Sum of Squares	df	Mean Square	F
Financial and Legal Issues	Between Groups	1.888	1	1.888	5.267 (NS)
	Within Groups	70.992	198	.359	
	Total	72.880	199		
Cash Flow Management	Between Groups	.036	1	.036	.147 (NS)
	Within Groups	48.319	198	.244	
	Total	48.355	199		
People Management	Between Groups	.776	1	.776	1.157 (NS)
	Within Groups	132.779	198	.671	
	Total	133.555	199		

Lack of Support	Between Groups	2.899	1	2.899	7.818 (NS)
	Within Groups	73.421	198	.371	
	Total	76.320	199		
Marketing Strategy	Between Groups	.644	1	.644	1.285 (NS)
	Within Groups	99.176	198	.501	
	Total	99.820	199		
Working Capital Management	Between Groups	.534	1	.534	1.044 (NS)
	Within Groups	101.341	198	.512	
	Total	101.875	199		
Business Promotion	Between Groups	.021	1	.021	.040 (S)
	Within Groups	105.159	198	.531	
	Total	105.180	199		

Source: Primary Data

Table – 12 shows the ANOVA test for demographic profile (Gender) and first - generation women entrepreneurs' issues facing first - generation women entrepreneurs of selected apparel industries in Coimbatore City. As far as Gender is concerned the “**Business Promotion (.040)**” have the p-value which is less than the 5 per cent significant level. That means there is a significant association between the Gender and Issues and Challenges Facing First - generation women entrepreneurs of Selected Apparel Industries in Coimbatore City. Rest of the variables are not significant.

H₀₂ (b) = There is no association between demographic profile (Age) and first - generation women entrepreneurs' Issues and Challenges Facing First - generation women entrepreneurs of Selected Apparel Industries in Coimbatore City.

Table – 13

Age wise ANOVA Test of Issues and Challenges Facing First - generation women entrepreneurs of Selected Apparel Industries in Coimbatore City

		Sum of Squares	df	Mean Square	F
Financial and Legal Issues	Between Groups	8.897	5	1.779	0.395 (S)
	Within Groups	63.983	194	.330	
	Total	72.880	199		
Cash Flow Management	Between Groups	3.099	5	.620	2.657 (NS)
	Within Groups	45.256	194	.233	
	Total	48.355	199		
People Management	Between Groups	20.708	5	4.142	0.120 (S)
	Within Groups	112.847	194	.582	
	Total	133.555	199		
Lack of Support	Between Groups	7.407	5	1.481	4.170 (NS)
	Within Groups	68.913	194	.355	
	Total	76.320	199		
Marketing Strategy	Between Groups	3.360	5	.672	1.352 (NS)
	Within Groups	96.460	194	.497	
	Total	99.820	199		
Working Capital Management	Between Groups	4.645	5	.929	0.854 (S)

	Within Groups	97.230	194	.501	
	Total	101.875	199		
Business Promotion	Between Groups	6.896	5	1.379	2.723 (NS)
	Within Groups	98.284	194	.507	
	Total	105.180	199		

Source: Primary Data

Table – 13 reveals the ANOVA test for demographic profile (Age) and first - generation women entrepreneurs’ issues facing first - generation women entrepreneurs of selected apparel industries in Coimbatore City. As far as Age is concerned the “*Financial and Legal Issues (0.395), People Management (0.120) Working Capital Management (.854)*” have the p-value which is less than the 5 per cent significant level. That means there is a significant association between the Age and Issues and Challenges Facing First - generation women entrepreneurs of Selected Apparel Industries in Coimbatore City. Rest of the variables are not significant.

$H_{02(c)}$ = There is no association between demographic profile (Educational Qualification) and first - generation women entrepreneurs’ Issues and Challenges Facing First - generation women entrepreneurs of Selected Apparel Industries in Coimbatore City.

Table – 14

Educational Qualification wise ANOVA Test of Issues and Challenges Facing First - generation women entrepreneurs of Selected Apparel Industries in Coimbatore City

		Sum of Squares	df	Mean Square	F
Financial and Legal Issues	Between Groups	4.841	4	1.210	0.469 (S)
	Within Groups	68.039	195	.349	
	Total	72.880	199		
Cash Flow Management	Between Groups	1.606	4	.401	1.675 (NS)
	Within Groups	46.749	195	.240	
	Total	48.355	199		
People Management	Between Groups	9.611	4	2.403	3.780 (NS)
	Within Groups	123.944	195	.636	
	Total	133.555	199		
Lack of Support	Between Groups	5.114	4	1.278	0.501 (S)
	Within Groups	71.206	195	.365	
	Total	76.320	199		
Marketing Strategy	Between Groups	6.076	4	1.519	0.160 (S)
	Within Groups	93.744	195	.481	
	Total	99.820	199		
Working Capital Management	Between Groups	2.966	4	.741	0.462 (S)
	Within Groups	98.909	195	.507	
	Total	101.875	199		
Business Promotion	Between Groups	7.875	4	1.969	3.946 (NS)
	Within Groups	97.305	195	.499	
	Total	105.180	199		

Source: Primary Data

Table – 14 stated that the ANOVA test for demographic profile (Educational Qualification) and first - generation women entrepreneurs’ issues facing first - generation women entrepreneurs of

selected apparel industries in Coimbatore City. As far as Educational Qualification is concerned the “*Financial and Legal Issues (0.469)*, *Lack of Support (0.501)*, *Marketing Strategy (0.160)*, *Working Capital Management (.462)*” have the p-value which is less than the 5 per cent significant level. That means there is a significant association between the Educational Qualification and Issues and Challenges Facing First - generation women entrepreneurs of Selected Apparel Industries in Coimbatore City. Rest of the variables are not significant.

(e) Policy for Implications of the study

The following implications are outcome of the analysis *Objective – 4: To offer implications and conclusion of the study*

- ✓ It was found with the help of percentage analysis that all the first - generation women entrepreneurs had sensible knowledge about working scenario of Apparel Industries in Coimbatore City and many of them actually prefer the apparel business platform. Therefore, the first - generation women entrepreneurs are promoting to the online business in upcoming days. This will help to increase the best volume of customers in their business.
- ✓ To increase an optimum the production in apparel business should ensure quality and services relevant with customer centric approach, offers, promotional codes and technology upgradation in particular industry. Frequent review of the above issues may help the business to mitigate on short-term issues.

Conclusion of the study

The Apparel Industries in India is a new and attractive business model which can contribute positively to the youngster’s mind. The study in Coimbatore City has revealed some positive aspects, including that first - generation women entrepreneurs are more involved in business than in the past few years. The study also found some issues and challenges faced by the first - generation women entrepreneurs such as financial and legal issues, lack of support, people management, marketing strategy and working capital management. It may be overcome the first - generation women entrepreneurs are vital role in the country and also policy implications to empower the entrepreneurs.

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