

A Study on Women Entrepreneurs' Attitude towards the Small-Scale Tailoring Sector

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Abstract

Women entrepreneurs in the small-scale tailoring sector face numerous challenges, including financial constraints, limited business education, market competition, and social pressures. This study examines how these women navigate these obstacles and utilize tailoring businesses for income generation, self-expression, and personal growth, particularly in rural and semi-urban areas. Through a structured methodology, the research explores the impact of cultural norms, family expectations, and resource limitations on entrepreneurial decision-making. The findings highlight the role of financial barriers, lack of mentorship, and market competition in shaping business practices and growth. This study offers valuable insights for developing targeted support strategies and policies to empower women entrepreneurs. Ultimately, it provides practical recommendations to enhance the sustainability and success of women-led businesses in the small-scale tailoring sector.

Keywords: Women Entrepreneurs, Small-Scale Tailoring, Business Challenges, Financial Constraints.

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Introduction

Women entrepreneurs in the small-scale tailoring sector play a crucial role in economic empowerment, particularly in rural and semi-urban areas. While the industry offers opportunities for income generation and creativity, women face significant challenges such as financial constraints, lack of business education, and market competition. Cultural norms and family expectations often influence their business decisions, limiting growth potential. This study examines the impact of social, economic, and cultural factors on women entrepreneurs in tailoring. It aims to identify the barriers they face and explore how they navigate these challenges. The research provides valuable insights to develop support strategies and policies. Ultimately, it seeks to promote empowerment, business growth, and sustainability for women in this sector.

Statement Of The Problem

The small-scale tailoring sector offers significant opportunities for women entrepreneurs to earn income and gain empowerment. However, women in this sector face numerous challenges, including financial constraints, limited business education, market competition, and cultural expectations. These barriers hinder their business growth and expansion. A systematic analysis of the factors influencing their business decisions is needed to identify solutions for overcoming these obstacles. The study aims to address these issues and provide strategies to improve the sustainability and success of women-led businesses in the tailoring sector.

Scope Of The Study

This study focuses on examining the challenges faced by women entrepreneurs in the small-scale tailoring sector, including financial, educational, and cultural barriers. It explores the factors influencing their business decisions and aims to provide strategies for enhancing their growth and sustainability.



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Objective Of The Study

- To identify the key factors influencing Women Entrepreneurs in the Small-Scale Tailoring sector.
- To analyze the challenges faced by Women Entrepreneurs in managing their business.

Research Methodology

The study is based on both primary and secondary data. The primary data was collected through a structured questionnaire from Women tailors in Coimbatore city on a google form. A sample of 155 respondents has been chosen by adopting Purposive Sampling techniques. The necessary secondary data has been compiled from websites, journals, and other sources.

Review Of Literature

R. Jansi Rani and P. Kalaivani (2023) have surveyed “Challenges faced by Women Entrepreneurs in Coimbatore District of Tamil Nadu”. The objective of this study is to investigate the issues and difficulties that Women Entrepreneurs in Tamil Nadu's Coimbatore District confront. The data has been collected from 160 women entrepreneurs using a purposive sampling technique. The study finds that the main challenges faced by women entrepreneurs in Coimbatore are work-life balance issues and a lack of financial support. The study concludes that the women entrepreneurs in Coimbatore face significant challenges, primarily due to a lack of work-life balance and financial support. **Fuad Beshar (2022)** has researched the topic “Challenges and Prospects of Women Entrepreneurship in Micro and Small Enterprises the Case of Debarik Town”. The objective of the survey was to examine the administrative, economic, and cultural challenges faced by women Entrepreneurs. Based on simple statistical techniques, the data is collected from 124 women entrepreneurs by both qualitative and quantitative methods used for this study. The study's findings show that the biggest obstacles to women entrepreneurs starting their businesses were a lack of a workplace, working capital, and excessive tax burdens. The study concludes that women entrepreneurs face challenges like lack of workplace, working capital, high taxes, and bureaucracy. **S. P. Premaratne and Gamini Kudaliyanage (2016)** have examined “Issues, Challenges, and Prospects of Women-owned Small and Medium Scale Enterprises in Maldives”. The objective of this study is to identify the problems and challenges faced by small-scale female entrepreneurs in the Maldives. Sample data has been collected from 150 Women Entrepreneurs. The findings of this study are the primary obstacles facing Women and young MSMEs are timely and sufficient funding on favorable terms, especially longer ones, and a shortage of human resources for business expansion. The paper concludes that the challenges faced by micro-scale women entrepreneurs in the Maldives, such as limited financing, resources, market access, and regulatory issues, and provides recommendations for growth. **J. Shyamala (2016)** has examined “Problems and Challenges Faced by Rural Women Entrepreneurs in India”. The objective of this study is to investigate the different issues that female Entrepreneurs encounter when starting and managing a business. The data were from the 270 Women Entrepreneurs. The study finds the different issues that rural women entrepreneurs confront when starting and operating their businesses, including those related to finance, marketing, and social. This study concludes that empowering rural women in India requires addressing social, cultural, and financial challenges to increase their participation in entrepreneurship. **Elizabeth Chinomona and Tafadzwa Maziriri (2015)** have examined the topic “Women in Action: Challenges Facing Women Entrepreneurs in the Gauteng Province of South Africa”. The objective of this research is to examine the difficulties faced by female entrepreneurs in South Africa's Gauteng area. Based on convenience sampling, the data is collected from the 145 women entrepreneurs. According to the findings, barriers for female entrepreneurs include a lack of education and training, financial resources, gender discrimination, unfavorable attitudes, and a lack of resources. This paper concludes that the challenges faced by women entrepreneurs such as limited education, finance, gender discrimination, and inadequate resources, while offering recommendations for improvement. **Md. Zohurul Anis and Md. Mehedi Hasan (2013)** investigated “Woman Entrepreneurs of Small and Medium Enterprises in Rajshahi Area: Opportunities and Challenges”. The objective of this research is to ascertain the main obstacles that local Women Entrepreneurs of SMEs must overcome. Through a sample survey using self-completion questionnaires, 150 SMEs in the Rajshahi area provided primary data. Although the study indicates the following outcomes, this section presents the actual findings from the desk research and field survey. This study concludes that opportunities, challenges, roles, and support for Women Entrepreneurs in SMEs in Rajshahi, highlight ways to enhance their skills and offer recommendations for improvement. **Mubashir Majid Baba (2013)** has surveyed “Development, Challenges and Remedies of Women Entrepreneurship with Special Emphasis on Assistance Availed by Women Entrepreneurs in Jammu and Kashmir State”. The objective of this study is to determine the issues that female Entrepreneurs confront. Based on the purposive sampling, the data were collected from the 120 Women Entrepreneurs. The study emphasizes the importance of raising awareness among women about available opportunities to boost their contribution to society and drive national growth. This study concludes that Women Entrepreneurs have untapped potential and need more awareness, support, and resources to contribute to economic growth. **A. K. Mohideen and K. Manoj Kumar (2013)** conducted research on “A Study on Challenges of Women Entrepreneurs in Salem District of Tamil Nadu”. The objective of the study is difficulties and additional elements that female Entrepreneurs encounter. Structured questionnaires were used to conduct the study on 100 Women-owned businesses. Tools used for this study are percentages, standard deviation, coefficient of variation, and chi-square test. It was found that the respondents' increased

maturity as they mature is not in any way assisting them in dealing with their issues. The study concludes that the opportunities and financial challenges faced by Women Entrepreneurs in Tamil Nadu highlight their reliance on informal credit, limited support, and traditional micro-scale operations.

Findings Of The Study

Factors which influence the women entrepreneurs in the small-scale tailoring sector– Descriptive Statistics

Factor	N	Minimum	Maximum	Mean	Std. Deviation
Financial Resources	155	1	5	4.76	.593
Support for families	155	1	5	4.01	.781
Skills & Experience	155	2	5	4.09	.907
Marketing and Sales	155	1	5	3.06	1.121
Competition	155	1	5	3.45	1.020

Source: Computed data

Interpretation

From the above table, it is interpreted that the factors which influence the Women Entrepreneurs in the small-scale Tailoring sector chosen by the respondents has the highest mean score, the mean value is obtained for the factors are competition (3.45), training and development (3.39), government support (2.86), networking opportunities (3.98), technological access (2.89), social & cultural support (2.96), market demand (2.01).

Relationship Between The Demographic Factors Vs The Factors Which Influence The Women Entrepreneurs In The Small-Scale Tailoring Sector – Anova

H_0 = There is no significant difference in Demographic factors vs the factors which influence the women entrepreneurs in the small-scale tailoring sector – ANOVA

Demographic Factors	Classification	No of Respondents	Mean	Std. Deviation	f	Sig	S/NS
Age	18 - 25 Years	37	4.0721	.40251	3.264	0.006	S
	26 - 35 Years	71	4.2817	.42921			
	36 - 45 Years	37	4.0300	.23952			
	Above 45 Years	10	4.1444	.24031			
Educational Qualification	High School	8	4.5278	.80288	2.729	0.061	NS
	Under Graduate	57	4.1423	.42245			
	Post Graduate	60	4.2000	.34705			
	Professional	29	4.0307	.25527			
	No Formal Education	1	4.0000	.			
Area of Residence	Urban	52	4.1624	.36052	.087	0.917	NS
	Semi-urban	30	4.1889	.65970			
	Rural	73	4.1522	.28539			
Monthly Income	Rs. 10000 - Rs. 20000	18	4.3642	.61900	1.978	0.120	NS
	Rs. 21000 - Rs. 30000	63	4.1340	.41725			
	Rs. 31000 - Rs. 40000	63	4.1552	.30300			
	Above Rs. 40000	11	4.0404	.34524			

(Source: computed data, S-significant, NS- Not Significant)

Interpretation

The results of the ANOVA table show that there is a significant relationship between age and the factors which influence the women entrepreneurs in the small-scale tailoring sector F-value is 4.264 and the calculated P- value is 0.006 as the significant value is less than 0.05 at 5% level of significant it shows, **so the null hypothesis is rejected**. F-value is 2.729 for educational qualification, 0.087 for area of residence, 1.978 for monthly income, and factors which influence the women entrepreneurs in the small-scale tailoring sector. The calculated P-value is 0.061 for educational qualification, 0.917 for area of residence, and 0.120 for monthly income. Since the P value at 5 percentage level of significance is more than 0.05 for the above factors, it can be concluded that there is no significant difference between demographic factors such as age, educational qualification, area of residence and monthly income of the respondent and factors which influence the women entrepreneurs in the small-scale tailoring sector.

Hence the null hypothesis is accepted.

Relationship Between The Marital Status And Type Of Family Of The Respondent And The Factors Which Influence The Women Entrepreneurs In The Small-Scale Tailoring Sector– Independent T-Test

H_0 = There is no significant difference in demographics that influence the women entrepreneurs in the small-scale tailoring sector, for marital status and type of family

Factors	classification	N	Mean	Std.Deviation	t	Sig	S/NS
Marital Status	Married	118	4.1864	0.38487	0.677	0.412	NS
	Unmarried	37	4.0871	.45747			
Type of Family	Nuclear family	91	4.1587	.44541	1.873	0.173	NS
	Joint family	64	4.1684	.34002			

(Source: computed data, S-significant, NS- Not Significant)

Interpretation

It is ascertained to find the difference between marital status and the factors which influence the women entrepreneurs in the small-scale tailoring sector. In the mentioned table ($t = .677$, $p = .412$) there is no significant difference in marital status, type of family and the factors which influence the women entrepreneurs in the small-scale tailoring sector. In the mentioned table ($t = 1.873$, $p = .173$) there is no significant difference in type of family. since the significance value ($p = .412$), ($p = .173$) is greater than 0.05. **Hence the null hypothesis is accepted.**

The Challenges Faced By Women Entrepreneurs In Managing Their Business - Friedman's Rank Test

Women Entrepreneurs in managing their business - Friedman's Rank test

Factors	Mean Rank	Rank	N	155
Access to Financial Resources	2.14	1	Chi-Square	794.526
Finding skilled labor	2.38	2		
Work-Life Balance	2.63	3		
Market Competition	4.55	4	DF	8
Technological Barriers	5.23	5		
Customer Acquisition	6.31	6		
Family Support	6.62	7	Asymp.Sig	<.001
Access to Infrastructure	7.45	8		
Lack of Mentorship	7.68	9		

(Source: Computed data)

Interpretation

From the above mentioned table, access to financial resources (2.14, 1st rank), finding skilled labor (2.38, 2nd rank), work-life balance (2.63, 3rd rank), market competition (4.55, 4th rank), technological barriers (5.23, 5th rank), customer acquisition (6.31, 6th rank), family support (6.62, 7th rank), access to infrastructure (7.45, 8th rank), and lack of mentorship (7.68, 9th rank), these rankings indicate that the challenges faced by women entrepreneurs in managing their business.

Suggestions

- Provide targeted financial support and micro-loans to women entrepreneurs in the tailoring sector.
- Offer business education and training programs to enhance entrepreneurial skills.
- Create mentorship and networking opportunities to guide women in overcoming challenges.
- Develop policies that address cultural and family-related barriers to business growth.
- Encourage community support programs to foster collaboration and shared resources.
- Implement flexible work schedules to accommodate family responsibilities and business needs.
- Promote access to digital tools and platforms for better market visibility and competition.
- Advocate for more inclusive and supportive business environments for women in the sector.

Conclusion

Women Entrepreneurs in the small-scale tailoring sector face numerous challenges, including financial constraints, lack of education, and cultural expectations, which hinder their growth and success. However, their businesses offer significant potential for empowerment and economic contribution. Addressing these barriers through targeted support, education, and mentorship can help unlock this potential. By understanding the unique challenges faced by women in this sector, stakeholders can develop more effective policies and strategies to foster business growth. Ultimately, empowering women in the tailoring industry can contribute to their financial independence and long-term sustainability. This research highlights the need for continued efforts to support and uplift women entrepreneurs.

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