

# Extent of involvement of women entrepreneurs in the boutiques operated by them in Punjab

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■ **ABSTRACT** : An entrepreneur is an innovator who recognizes the opportunities, converts such opportunities into workable/ marketable ideas and add value through time, effort, money and skills. So the achievement oriented women are setting up their own boutiques thereby earning good amount of money. The present study was conducted on 200 women running boutiques from houses and shops in various cities of Punjab. The findings revealed that purchase of raw material, inspection of the ready pieces and sale of ready articles were the jobs which were totally performed by the owners (100%) of the boutiques. 95.5 per cent respondents were designing their products themselves, while 52 per cent were doing the marking work on the garments. 72.5 per cent of the respondents had been able to gain the trust and confidence of their customers because of the end products prepared by them. Eighty per cent of respondents used to attract their customers through latest designs and creative ideas, good workmanship and by fair dealing with the customers.

■ **KEY WORDS**: Production activities, Processing, Marketing, Women entrepreneurs

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In India, boutiques have mushroomed in the last few years, their locale varying from every nook and corner of small streets to big shopping complexes. Clothes in the present times are a medium of expressing oneself and to present a better and more confident appearance to the society. People from upper and middle class society are availing services of boutiques as per their requirements (Pahwa, 1995). A large number of women entrepreneurs feel that there is a good opportunity to make money and to provide employment in this sphere. Moreover, our traditional set up and social values too pose a hindrance in the growth of women as professionals and to earn a separate social identity. Therefore, boutiques provide an appropriate midway avenue to women who can work from home without leaving their families and also utilize their education, knowledge, skills and talent in a productive and satisfying manner. In Punjab, there are many women entrepreneurs who are running boutiques at various levels. It is very important to

study women entrepreneurs engaged in the production and designing of garments as it will provide an insight into the type and amount of work done, the workforce and infrastructure used as well as their earnings. The study was thus planned to study the extent of involvement of women entrepreneurs in the boutiques operated by them in Punjab and to study the work done by the workers and the respondents related to various production activities viz., designing, cutting, stitching, embellishing etc. undertaken in boutiques.

## ■ RESEARCH METHODS

The present study was conducted on 200 respondents running boutiques from houses and shops in four cities of Punjab (Ludhiana, Jalandhar, Amritsar and Patiala). The respondents were selected purposively by using snowball sampling technique from selected cities. The relevant information regarding the extent of involvement of women

entrepreneurs in the boutiques operated by them in Punjab and various production activities performed in the boutiques run by women entrepreneurs tabulated and analysed by using frequencies, percentages, mean, t-value, Z- test and x2 value.

**RESEARCH FINDINGS AND DISCUSSION**

The results of the present study as well as relevant discussions have been presented under following sub heads:

**Type of work done by the workers and the respondents:**

Majority of the respondents *i.e.* 95.5 per cent were designing their products themselves, while 52 per cent were doing the marking work on the garments. In all the boutiques the major work related to cutting, stitching, machine embroidery, hand embroidery, block printing and dyeing was performed by the male workers.

The findings further revealed that purchase of raw material, inspection of the ready pieces and sale of ready articles were the jobs which were totally performed by the owners (100%) of the boutiques of both the categories. Supervision of work was also done by majority of the respondents on their own *i.e.* by 88 per cent of the respondents running boutiques from houses and 69 per cent operating from shops, respectively. Work related to hemming and fasteners was done by majority of the female workers in both the categories of boutiques (75.5%). Finishing and packing was mainly done by male workers (78%) in both categories boutiques. Significantly, higher proportion of respondents running boutiques from houses used to make designs and supervision at their own while the respondents running boutiques from shops, by and large, used to hire labour for different purposes. They used to hire male as well as female workers. However, female workers for painting and hemming were hired more by the respondents running boutiques from houses (Table 1).

**Means of getting orders:**

In today’s competitive world whether one is selling a product or service, promotional efforts play an important role. The promotional efforts used for getting orders in this investigation were through kitty parties, weddings, social gatherings, arrangements of exhibitions, pamphlets, hoardings, popularity in market and advertisements in print media were significantly more adopted by the boutiques operating from shops, while it was only personal contacts which were significantly more common in boutiques operating from houses. This is evident from the significant Z values as reported in the Table 2. The findings of Kohli (1990) also favour the present findings that for running any enterprise promotional efforts are required.

**Source of procurement of raw material:**

Raw material is an essential commodity for any enterprise

**Table 1: Distribution of respondents according to type of work done by them and their workers** (n=200)

Type of work done	Respondents				Workers						
	Boutiques operating from shops (100)		Boutiques operating from houses (100)		Male		Female				
	Boutiques operating from shops (100)	Overall boutiques (200)	Z- value	Boutiques operating from shops (100)	Boutiques operating from houses (100)	Overall boutiques (200)	Z- value	Boutiques operating from shops (100)	Boutiques operating from houses (100)	Overall boutiques (200)	Z- value
Designing	92(92.0)	191(95.5)	2.39**	-	-	-	-	7(7.0)	2(2.0)	9(4.5)	1.70 <sup>NS</sup>
Marking	20(20.0)	52(26.0)	1.93*	80(80.0)	68(68.0)	148(74.0)	1.93*	-	-	-	-
Cutting	-	-	-	100(100.0)	100(100.0)	200(100.0)	-	-	-	-	-
Stitching	-	-	-	100(100.0)	100(100.0)	200(100.0)	-	-	-	-	-
Hand embroidery	-	-	-	100(100.0)	100(100.0)	200(100.0)	-	-	-	-	-
Machine embroidery	-	-	-	100(100.0)	100(100.0)	200(100.0)	-	-	-	-	-
Fabric painting	10(10.0)	22 (11.0)	0.45 <sup>NS</sup>	-	-	-	-	7(7.0)	29(29.0)	36(18.0)	4.05***
Block printing	-	-	-	100(100.0)	100(100.0)	100(100.0)	-	-	-	-	-
Purchase of raw material	100(100.0)	200(100.0)	-	100(100.0)	100(100.0)	100(100.0)	-	-	-	-	-
Dyeing	-	-	-	100(100.0)	100(100.0)	200(100.0)	-	-	-	-	-
Fasteners and hemmings	-	-	-	35(35.0)	14(14.0)	49(24.5)	3.45***	65(65.0)	86(86.0)	151(75.5)	3.45***
Supervision	69(69.0)	157(78.5)	3.27***	5(5.0)	-	5(2.5)	2.67***	26(26.0)	12(12.0)	38(19.0)	2.52***
Finishing and packing	8(8.0)	18(9.0)	0.49 <sup>NS</sup>	68(68.0)	88(88.0)	156(78.0)	3.41***	24(24.0)	12(12.0)	36(18.0)	2.21**
Inspection	100(100.0)	200(100.0)	-	-	-	-	-	-	-	-	-
Sale of articles	100(100.0)	200(100.0)	-	-	-	-	-	-	-	-	-

\*, \*\* and \*\*\* indicate significance of values at P=0.05, 0.01 and 0.1, respectively, Non=significant

the availability of which directly affects the business. Findings enclosed in Table 3 revealed that raw material was procured from the local market by all the respondents. However, 82 per cent of the respondents running boutiques from houses reported that raw material was provided by the customers themselves. In case of boutiques operating from shops, majority (63%) purchased the raw material from other cities as compared to 39 per cent of the respondents running boutiques from houses. About half of the respondents *i.e* 48 per cent revealed that they purchased the raw material for boutiques

by choosing the best from different sources while 40.5 per cent from their regular supplier. The findings further revealed that the source of procurement of raw material from other cities was significantly more common in boutiques operating from shops (Z-value 3.40) while it was provided by the customers in case of boutiques operating from houses (Z-value 7.81).

**Attributes used to attract the customers:**

The findings enclosed in Table 4 indicate that above eighty per cent of respondents used to attract their customers

**Table 2 : Distribution of respondents according to means of getting orders/promotional efforts**

Means of getting order	Boutiques operating from shops (100)		Boutiques operating from houses (100)		Overall boutiques (200)		Z-value
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	
Attending kitty parties, weddings and other social gatherings	63	63.0	47	47.0	110	55.0	2.27**
Arranging exhibitions	36	36.0	8	8.0	44	22.0	4.78***
Through internet	41	41.0	32	32.0	73	36.5	1.32 <sup>NS</sup>
Through personal contacts	61	61.0	82	82.0	143	71.5	3.29***
Through pamphlets	82	82.0	51	51.0	133	66.5	4.64***
Through hoardings	76	76.0	10	10.0	86	43.0	9.43***
Popularity in the market	74	74.0	59	59.0	133	66.5	2.25**
Through advertisement in print media	39	39.0	12	12.0	51	25.5	4.38***
Window display	36	36.0	40	40.0	76	38.0	0.58 <sup>NS</sup>

Multiple response, \*, \*\* and \*\*\* indicate significance of values at P=0.05, 0.01 and 0.1, respectively, NS = Non-significant

**Table 3: Distribution of respondents according to source of procurement of raw material (n=200)**

Source of procurement	Boutiques operating from shops (100)		Boutiques operating from houses (100)		Overall boutiques (200)		Z-value
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	
Buy from local market	100	100.0	100	100.0	200	100.0	-
Buy from other cities	63	63.0	39	39.0	102	51.0	3.40***
Buy from other states	33	33.0	24	24.0	57	28.5	1.41 <sup>NS</sup>
Provided by the customer	27	27.0	82	82.0	109	54.5	7.81***
By choosing the best from different sources	45	45.0	51	51.0	96	48.0	0.85 <sup>NS</sup>
On contact from regular supplier	38	38.0	43	43.0	81	40.5	0.72 <sup>NS</sup>
Do not buy	-	0.0	15	15.0	15	7.5	4.03***

\*, \*\* and \*\*\* indicate significance of values at P=0.05, 0.01 and 0.1, respectively, NS = Non-significant

**Table 4 : Distribution of respondents according to attributes used to attract the customers (n=200)**

Attributes	Boutiques operating from shops (100)		Boutiques operating from houses (100)		Overall boutiques (200)		Z-value
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	
Good workmanship	97	97.0	72	72.0	169	84.5	4.89***
Favourable location	54	54.0	41	41.0	95	47.5	1.84 <sup>NS</sup>
Latest designs and creative ideas	92	92.05	86	86.0	178	89.0	1.36 <sup>NS</sup>
Price charges	73	73.0	67	67.0	140	70.0	0.93 <sup>NS</sup>
Customers confidence in end product	66	66.0	79	79.0	145	72.5	2.06**
Dealing with customers	87	87.0	79	79.0	166	83.0	1.51 <sup>NS</sup>
Delivering order in time	70	70.0	62	62.0	132	66.0	1.19 <sup>NS</sup>

Multiple response, \*, \*\* and \*\*\* indicate significance of values at P=0.05, 0.01 and 0.1, respectively, NS = Non-significant

**Table 5: Extent of involvement of boutique owners in the boutique activities**

Extent of involvement	Boutiques operating from shops (100) (Mean )	Boutiques operating from houses (100) (Mean )	t-value
Keeping accountancy	1.14	1.04	0.85 <sup>NS</sup>
Maintenance of machinery and other things	0.16	0.25	0.53 <sup>NS</sup>
Procuring of raw material	2.00	2.00	-
Marketing of products	2.00	2.00	-
Sales promotion	1.44	1.17	1.12 <sup>NS</sup>
Hiring employees	1.36	1.58	1.89 <sup>NS</sup>
Paying bills	0.25	0.77	2.72 <sup>***</sup>
Pay Salaries	1.48	1.60	0.81 <sup>NS</sup>
Doing big investments	0.38	0.19	1.04 <sup>NS</sup>

\*, \*\* and \*\*\* indicate significance of values at P=0.05, 0.01 and 0.1, respectively, NS = Non-significant

**Table 6 : Distribution of respondents according to daily processing of articles in the boutiques**

Daily processing activity	Boutiques operating from shops (100) (Mean )	Boutiques operating from houses (100) (Mean )	t-value
Orders booked	3.90	3.12	6.30 <sup>***</sup>
Cutting of pieces	3.00	1.97	7.52 <sup>***</sup>
Stitching of pieces	2.22	1.43	6.05 <sup>***</sup>
Hand embroidery of pieces	0.99	0.34	2.43 <sup>**</sup>
Machine embroidery of pieces	1.80	1.65	2.18 <sup>**</sup>
Sale of pieces	3.26	2.76	3.36 <sup>***</sup>

\*, \*\* and \*\*\* indicate significance of values at P=0.05, 0.01 and 0.1, respectively, NS = Non-significant

through latest designs and creative ideas, good workmanship and by fair dealing with the customers. However, 72.5 per cent of the respondents had been able to gain the trust and confidence of their customers because of the end products prepared by them. Price charged and favourable location also mattered to the customers as reported by 70 per cent and 47.5 per cent of the respondents, respectively.

Good workmanship was used significantly more in boutiques running from shops while this was in reverse in case of customers confidence in end product.

#### Extent of involvement in boutique activities:

Data in Table 5 indicates the extent of involvement of respondents in the activities performed in the boutiques. Hundred per cent of the respondents of both the categories were fully involved in the activities related to procurement of raw material as indicated by average mean scores which was maximum *i.e.* 2.0 for these activities. The next performed activities were paying salaries and hiring employees. The mean scores for these two activities were (1.60 and 1.48) and (1.58 and 1.36)

for boutiques operating from shops and houses, respectively.

#### Processing of articles in the boutiques:

A glance at the data in Table 6 indicates that the average number of orders booked (3.90), cut (3.00), stitched (2.22), machine embroidered (1.80), hand embroidered (0.99) and sold (3.26) per day was significantly higher in case of boutiques operating from shops as compared to boutiques operating from houses. As indicated in the significant t-values *i.e.* 6.30, 7.52, 6.05, 2.43, 2.18 and 3.36, respectively. Hence, it can be concluded that the scale of business is higher in boutiques operating from shops than those running from houses.

#### ■ REFERENCES

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