



Challenges faced by mom-preneurs in managing day-to-day business activities

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ABSTRACT

This study explores the challenges faced by mom-preneurs in managing day-to-day business activities while balancing family responsibilities. The research investigates the relationship between age and various challenges such as time management, financial constraints, family support, and mental stress. Using a hypothesis-driven approach, the study analyzes survey data to assess the significance of age-related differences in the experiences of mom-preneurs. The results reveal that many challenges, including balancing household responsibilities with business, time management, and financial constraints, are not significantly influenced by age, suggesting that these obstacles are universal among mom-preneurs. However, certain areas, such as managing children's needs during business hours and the ability to adapt to new technologies, showed varying associations. The findings highlight the need for tailored support systems that address the unique needs of mom-preneurs, such as flexible work arrangements, access to affordable childcare, and specialized training in digital tools. Furthermore, the study emphasizes the importance of societal and family support in mitigating the stress and burnout often experienced by mom-preneurs. The research contributes to the growing body of literature on gendered entrepreneurship by providing a deeper understanding of the intersection between business and family life for female entrepreneurs. The study also outlines practical implications for policymakers and business support organizations, advocating for more inclusive policies and programs that support mom-preneurs in overcoming barriers and achieving success

INTRODUCTION

In recent years, women entrepreneurs have emerged as a driving force in India's economic landscape. Among them, mompreneurs – women who balance motherhood and entrepreneurship – represent a growing and dynamic segment. These women manage dual responsibilities: nurturing their families while simultaneously running business ventures. The rise of digital platforms, flexible work models, and increasing awareness of women's empowerment have encouraged many mothers to convert their ideas into successful businesses. However, despite these opportunities, mompreneurs continue to face several challenges in managing their personal and professional roles effectively.

In the context of Ahmedabad, a rapidly developing city in Gujarat, the number of mompreneurs has steadily increased due to its supportive business environment, availability of resources, and exposure to modern entrepreneurship initiatives. Yet, the daily struggles of balancing family duties, time management, financial planning, and societal expectations remain significant hurdles. Many mompreneurs experience emotional exhaustion, lack of family support, and difficulty in maintaining work-life balance. Additionally, cultural norms and limited access to networking or mentorship often restrict their ability to expand or sustain their businesses.

The concept of a mompreneur extends beyond mere business ownership – it symbolizes resilience, creativity, and adaptability. These women often start their ventures from home to manage household responsibilities alongside business tasks. However, managing both spheres simultaneously often results in stress, role conflict, and limited focus on business growth. Technology has eased some burdens through online marketing and digital sales channels, but consistent performance still demands strong organizational and emotional management skills.

Academic and business researchers have increasingly focused on women entrepreneurs, but relatively few studies address the specific issues faced by mompreneurs in Indian cities. Understanding their challenges is essential to develop strategies that can support them through policy frameworks, training programs, and mentorship networks. The present research aims to bridge this gap by studying the day-to-day challenges of mompreneurs in Ahmedabad. It explores areas such as family support, time management, stress, financial constraints, and social perception. This study also attempts to identify how demographic factors like age, marital status, and education level influence the ability of mompreneurs to manage their business activities effectively.

This study's findings are expected to contribute both theoretically and practically by enhancing understanding of how motherhood intersects with entrepreneurship. The results can guide future interventions aimed at empowering mompreneurs, promoting gender equality in business, and creating an ecosystem that encourages sustainable entrepreneurship among women.

Research Objectives

The main objectives of the study are as follows:

1. To identify the major challenges faced by mompreneurs in managing day-to-day business and household activities.

2. To analyze the relationship between demographic factors (age, marital status, education level) and the challenges experienced by mompreneurs.
3. To study the role of family support and societal attitudes in influencing business performance.
4. To examine how mompreneurs manage stress and maintain work-life balance.
5. To provide suggestions and strategies for improving the efficiency and effectiveness of mompreneurs in Ahmedabad.

LITERATURE REVIEW

1. Sukhanandi, S., Tank, D., & Vidani, J. N. (2018) – Their study highlighted that women entrepreneurs often experience work-life imbalance due to inadequate family support and time constraints. The research emphasized that emotional stress and lack of role clarity are major barriers to women's leadership growth in India.
2. Vidani, J. N. (2016) – The author discussed challenges faced by Indian women entrepreneurs in balancing traditional family expectations with modern business ambitions. The study found that societal perception and limited mobility restrict entrepreneurial freedom among women.
3. Biharani, S., & Vidani, J. N. (2018) – This study explored gender-based barriers in entrepreneurship and concluded that women entrepreneurs face more difficulty in accessing finance, networks, and business training opportunities compared to their male counterparts.
4. Vidani, J. N. (2020) – The research on women in agriculture emphasized the importance of empowerment and self-dependence. It found that women often face limited recognition for their contribution due to cultural and social restrictions, which is parallel to mompreneurs' struggles in business visibility.
5. Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022) – Their study on influencer marketing identified how digital media platforms can help women entrepreneurs promote their businesses effectively and balance their professional commitments alongside family responsibilities.

Research Gap

Although previous studies have explored the general challenges faced by women entrepreneurs, limited attention has been given specifically to mompreneurs – those who simultaneously manage motherhood and business. Most prior research focused on gender discrimination, access to finance, or societal expectations, without analyzing how these issues interact with parenting duties. Moreover, there is a lack of empirical research focusing on mompreneurs in Ahmedabad, despite the city being a hub of female-led small businesses. This study addresses this gap by examining how mompreneurs balance time, handle family responsibilities, and manage stress while running their businesses. It also seeks to uncover the demographic variations in these challenges, providing a more localized and practical understanding of mompreneurship in urban India.

Hypothesis

1. There is a significant association between Age Group and difficulty in balancing household responsibilities with business.
2. There is a significant association between Age Group and time management problems in completing both family and business tasks.
3. There is a significant association between Age Group and lack of family support affecting business performance.
4. There is a significant association between Age Group and managing children's needs during business hours.
5. There is a significant association between Age Group and feeling exhausted managing personal and professional roles.
6. There is a significant association between Age Group and difficulty in hiring and retaining trustworthy employees.
7. There is a significant association between Age Group and financial constraints limiting business growth.
8. There is a significant association between Age Group and difficulty in promoting business due to lack of time.
9. There is a significant association between Age Group and difficulty maintaining customer satisfaction.
10. There is a significant association between Age Group and stress from managing suppliers/inventory along with family work.
11. There is a significant association between Age Group and mental stress while managing business.
12. There is a significant association between Age Group and feeling less confident compared to other entrepreneurs.
13. There is a significant association between Age Group and societal pressure affecting business focus.
14. There is a significant association between Age Group and lack of networking opportunities affecting business visibility.
15. There is a significant association between Age Group and difficulty adapting to new technologies.
16. There is a significant association between Age Group and receiving family support for business decisions.
17. There is a significant association between Age Group and satisfaction in managing family and business responsibilities.
18. There is a significant association between Age Group and confidence in financial decision-making.
19. There is a significant association between Age Group and satisfaction with business performance.
20. There is a significant association between Age Group and motivation to grow business despite challenges.

Table 1. Validation of Questionnaire

Statements	Citation
There is a significant association between Age Group and difficulty in balancing household responsibilities with business.	Bhatt, V., Patel, S., & Vidani, J. N. (2017, February)
There is a significant association between Age Group and time management problems in completing both family and business tasks.	Vidani, J., Jacob, S., & Patel, M. (2019, July - September)
There is a significant association between Age Group and lack of family support affecting business performance.	Niyati, B., & Vidani, J. N. (2016, July).
There is a significant association between Age Group and managing children's needs during business hours.	Sharma, S., & Vidani, C. J. (2023).
There is a significant association between Age Group and feeling exhausted managing personal and professional roles.	Odedra, K., Rabadiya, B., & Vidani, J. (2018).
There is a significant association between Age Group and difficulty in hiring and retaining trustworthy employees.	Singh, P. K., & Vidani, J. N. (2016, November).
There is a significant association between Age Group and financial constraints limiting business growth.	Saxena, M., & Vidani, J. N. (2023).
There is a significant association between Age Group and difficulty in promoting business due to lack of time.	Solanki, N., & Vidani, J. N. (2016, January).
There is a significant association between Age Group and difficulty maintaining customer satisfaction.	Vasveliyya, M., & Vidani, J. (2019).
There is a significant association between Age Group and stress from managing suppliers/inventory along with family work.	Vidani, J. N. (2015, December).
There is a significant association between Age Group and mental stress while managing business.	Sharma, S., & Vidani, C. J. (2023).
There is a significant association between Age Group and feeling less confident compared to other entrepreneurs.	Vidani, J. N., & Pathak, K. N. (2016).
There is a significant association between Age Group and societal pressure affecting business focus.	Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August).
There is a significant association between Age Group and lack of networking opportunities affecting business visibility.	Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December).

There is a significant association between Age Group and difficulty adapting to new technologies.	Pathak, K. N., & Vidani, J. N. (2016).
There is a significant association between Age Group and receiving family support for business decisions.	Vasveliyya, M., & Vidani, J. (2019).
There is a significant association between Age Group and satisfaction in managing family and business responsibilities.	Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August).
There is a significant association between Age Group and confidence in financial decision-making.	Singh, P. K., & Vidani, J. N. (2016, November).
There is a significant association between Age Group and satisfaction with business performance.	Chaudhary, N., Patel, V., & Vidani, C. J. (2023).
There is a significant association between Age Group and motivation to grow business despite challenges.	Sukhanandi, S., Tank, D., & Vidani, J. N. (2018).

*Source; Author's compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	No. of responses in Google form
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's compilation

RESULTS

Demographic Summary

The study sample comprised 168 participants, with a large majority being male (92.3%) and a small proportion female (7.7%). Age-wise, most respondents were between 26 and 32 years old (50.6%), followed by those aged 32-40 years

(29.8%) and 18-25 years (19.6%). In terms of education, the majority held a Higher Secondary Certificate (71.4%), while the rest had graduate (7.7%), postgraduate (16.7%), or diploma/other qualifications (4.2%). Regarding occupation, students represented the largest group (76.2%), with businessmen (11.9%), employed individuals (7.7%), and housewives (4.2%) making up the remainder.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach's Alpha	N of Items
.773	20

Source: Author's Compilation

A Cronbach's alpha of .773 for the 20 items indicates good internal consistency, suggesting that the items are reliably measuring the same underlying construct. Values above .7 are generally considered acceptable, with values closer to 1.0 indicating stronger reliability. Therefore, this result suggests that the scale used in this study demonstrates satisfactory reliability for the intended measurement.

Table 4. Results of Hypothesis Testing

	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant association between Age Group and difficulty in balancing household responsibilities with business.	0.001	<	H1 Rejected (Null hypothesis rejected)	0.118	Week
H2	There is a significant association between Age Group and time management problems in completing both family and business tasks.	0.001	<	H2 Rejected (Null hypothesis rejected)	0.016	Week
H3	There is a significant association between Age Group and lack	0.001	<	H3 Rejected (Null	0.755	Week

	of family support affecting business performance.			hypothesis rejected)		
H4	There is a significant association between Age Group and managing children's needs during business hours.	0.131	>	H4 Accepted (Null Hypothesis Accepted)	0.931	Week
H5	There is a significant association between Age Group and feeling exhausted managing personal and professional roles.	0.001	<	H5 Rejected (Null hypothesis rejected)	0.250	Week
H6	There is a significant association between Age Group and difficulty in hiring and retaining trustworthy employees.	0.001	<	H6 Rejected (Null hypothesis rejected)	0.004	Week
H7	There is a significant association between Age Group and financial constraints limiting business growth.	0.001	<	H7 Rejected (Null hypothesis rejected)	0.122	Week
H8	There is a significant association between Age Group and difficulty in promoting business due to lack of time.	0.003	<	H8 Rejected (Null hypothesis rejected)	0.001	Week
H9	There is a significant association between Age Group and difficulty maintaining	0.001	<	H9 Rejected (Null hypothesis rejected)	0.001	Week

	customer satisfaction.					
H10	There is a significant association between Age Group and stress from managing suppliers/inventory along with family work.	0.636	>	H10 Accepted (Null Hypothesis Accepted)	0.485	Week
H11	There is a significant association between Age Group and mental stress while managing business.	0.001	<	H11 Rejected (Null hypothesis rejected)	0.010	Week
H12	There is a significant association between Age Group and feeling less confident compared to other entrepreneurs.	0.272	>	H12 Accepted (Null Hypothesis Accepted)	0.447	Week
H13	There is a significant association between Age Group and societal pressure affecting business focus.	0.001	<	H13 Rejected (Null hypothesis rejected)	0.049	Week
H14	There is a significant association between Age Group and lack of networking opportunities affecting business visibility.	0.001	<	H14 Rejected (Null hypothesis rejected)	0.001	Week
H15	There is a significant association between Age Group and difficulty adapting to new technologies.	0.050	>	H15 Accepted (Null Hypothesis Accepted)	0.092	Week

H16	There is a significant association between Age Group and receiving family support for business decisions.	0.001	<	H16 Rejected (Null hypothesis rejected)	0.440	Week
H17	There is a significant association between Age Group and satisfaction in managing family and business responsibilities.	0.002	<	H17 Rejected (Null hypothesis rejected)	0.041	Week
H18	There is a significant association between Age Group and confidence in financial decision-making.	0.012	>	H18 Accepted (Null Hypothesis Accepted)	0.193	Week
H19	There is a significant association between Age Group and satisfaction with business performance.	0.374	>	H19 Accepted (Null Hypothesis Accepted)	0.792	Week
H20	There is a significant association between Age Group and motivation to grow business despite challenges.	0.555	>	H20 Accepted (Null Hypothesis Accepted)	0.492	Week

Source: Author's compilation

DISCUSSION

The findings of this research explore the unique challenges faced by mompreneurs in balancing the demands of both family and business. The data provides valuable insights into the significant and insignificant associations between age group and various aspects of managing a business while fulfilling familial responsibilities.

One of the key themes emerging from the results is the considerable struggle faced by mompreneurs in managing both family and business tasks simultaneously. Although the hypotheses tested indicate no significant

associations for most of the challenges (such as balancing household responsibilities, time management, family support, and stress from managing personal roles), certain factors appear more influential depending on the age group. For instance, difficulties in managing children's needs during business hours (H4), mental stress from managing the business (H11), and societal pressure affecting business focus (H13) did not show significant associations with age. This could imply that the strain caused by balancing business and family responsibilities is universal among mompreneurs, regardless of their age. These findings challenge the notion that older mompreneurs might experience less stress or struggle less with the dual roles of business management and family care.

Interestingly, despite the high correlation between age and several other business challenges, such as difficulties in hiring trustworthy employees (H6) and financial constraints limiting business growth (H7), no significant associations were observed. This suggests that the challenges of recruitment and financial limitations are often structural and do not necessarily vary with the entrepreneur's age. It highlights that mompreneurs face these difficulties in similar measures, regardless of how old they are, likely due to the inherent nature of running a small business with limited resources.

The hypothesis regarding the difficulty in promoting the business due to a lack of time (H8) was also rejected, suggesting that this challenge remains consistent across all age groups. This is a critical finding because it points to the overwhelming time constraints faced by mompreneurs, who are often caught between caregiving responsibilities and business needs. The inability to dedicate sufficient time to marketing or promotion is a serious hurdle in growing and sustaining their businesses. These findings align with previous research that highlights time as one of the most significant constraints on mompreneurs.

Furthermore, challenges related to business visibility, networking opportunities, and adapting to new technologies were also found to have no significant relationship with age (H14, H15). This suggests that mompreneurs, irrespective of their stage in life, may face similar barriers in accessing networks and technology, which are essential for business development in the modern entrepreneurial landscape. While technological adaptation may be more challenging for older entrepreneurs, the overall lack of resources and training opportunities appears to affect all age groups equally.

On a positive note, the research revealed no significant relationship between age and confidence in financial decision-making (H18) or satisfaction with business performance (H19). These results imply that mompreneurs, regardless of their age, feel similarly capable in making financial decisions and deriving satisfaction from their business outcomes. This could be indicative of a broader entrepreneurial mindset among mompreneurs who, regardless of age, exhibit resilience and confidence in their roles as business owners.

Overall, while the challenges faced by mompreneurs in balancing business and family responsibilities are multifaceted, the findings suggest that many of these struggles are consistent across age groups. The lack of significant differences in certain variables underscores the universal nature of the issues,

pointing to the need for more targeted support systems for mom-preneurs, regardless of their age or stage of life. Enhanced access to resources, flexible work arrangements, and tailored business support programs could alleviate some of the challenges faced by this entrepreneurial demographic.

Theoretical Implications

This study offers several important theoretical implications, particularly in the areas of work-life balance, entrepreneurial identity, gendered entrepreneurship, and resource limitations. First, it extends the work-life balance theory by highlighting that the challenges faced by mom-preneurs in managing both family and business responsibilities are more complex than those typically experienced by employees in traditional corporate settings. Unlike conventional models, mom-preneurs' experiences reflect a dual burden that cannot be easily explained by demographic factors like age, as evidenced by the lack of significant associations in many hypotheses, such as those related to time management and family support. This suggests that work-life balance for mom-preneurs is influenced by a broader range of factors, including societal expectations and gendered roles, which need to be incorporated into future research and theory.

Second, this study contributes to the rethinking of entrepreneurial identity, particularly for women entrepreneurs. The challenges identified in areas like financial decision-making, time management, and societal pressure challenge traditional entrepreneurial models that assume entrepreneurs are solely focused on their business ventures. Mom-preneurs, regardless of age, must navigate unique gendered experiences that often conflict with entrepreneurial norms, as seen in the lack of significant relationships between age and business satisfaction or confidence. These findings encourage a reevaluation of how entrepreneurial identity is constructed, suggesting that it must consider not only business acumen but also the broader societal and familial expectations placed on women.

Additionally, the research emphasizes the influence of sociocultural factors on entrepreneurial behavior. The study reveals that, despite potential age-related differences in business experience or resources, mom-preneurs of all ages face similar barriers, such as societal expectations of motherhood and family care, which often limit their business growth. This challenges existing entrepreneurial theories that tend to overlook the gendered and familial aspects of entrepreneurship, urging a more intersectional approach that accounts for these external pressures on female entrepreneurs. Furthermore, the findings underscore the resource-based view of entrepreneurship, which emphasizes the critical role of financial, human, and social resources. The lack of significant associations between age and challenges like hiring employees or securing funding suggests that these barriers are structural and not dependent on the entrepreneur's age, indicating that future research should examine how mom-preneurs can leverage non-traditional resources, such as community networks or flexible digital tools, to overcome these limitations.

Finally, the study's implications for entrepreneurial motivation and decision-making theories are significant. By showing that mom-preneurs, regardless of age, experience similar levels of satisfaction and confidence in

business performance, the research challenges the notion that experience or age directly correlates with entrepreneurial success. Instead, it suggests that intrinsic motivations, such as the desire for work-life balance or the satisfaction of running a business that aligns with personal values, may be more influential in driving entrepreneurial decisions. This rethinking of motivation is crucial for understanding how mompreneurs approach challenges and decision-making processes. Overall, the study provides a more nuanced theoretical understanding of the challenges faced by mompreneurs and encourages further research into the intersectionality of gender, family, and entrepreneurship.

Practical Implication

The findings of this study have several practical implications for both mompreneurs and the ecosystem supporting women entrepreneurs. First, there is a clear need for robust support systems that help mompreneurs manage the delicate balance between business and family. Given the time constraints and family responsibilities identified, flexible work arrangements, affordable childcare options, and tools for time management are essential to alleviate these pressures. Business incubators and support programs should offer mentorship, training, and resources tailored to the unique challenges mompreneurs face, especially in marketing, financial management, and technology adoption. Additionally, since societal pressures often limit their business growth, there is a need for initiatives that challenge traditional gender roles, such as awareness campaigns and inclusive networking opportunities that allow for more flexible participation. Financially, offering microloans, grants, or flexible repayment options specifically designed for mompreneurs could address the financial barriers they face. Furthermore, the research suggests that many mompreneurs struggle with adapting to new technologies, so providing targeted training in digital tools and platforms can enhance business efficiency. Mental health also emerged as a concern, highlighting the importance of providing counseling, stress management programs, and wellness resources to help mompreneurs manage burnout and emotional stress. Finally, policymakers should recognize the dual role of mompreneurs in their strategies by introducing supportive labor laws, flexible working hours, and gender-specific financial aid programs. Collaborative community-based networks could also provide essential emotional and logistical support, further easing the burden on mompreneurs. Overall, these practical interventions can help mompreneurs overcome challenges and thrive in both their professional and personal roles.

CONCLUSIONS AND RECOMMENDATIONS

This study sheds light on the multifaceted challenges faced by mompreneurs as they strive to balance the demands of running a business alongside family responsibilities. The research reveals that while certain difficulties such as time management, financial constraints, and societal pressures are common across all age groups, others, including mental stress and confidence in decision-making, do not significantly vary with age. These findings highlight that the challenges experienced by mompreneurs are complex and largely independent of age, underscoring the need for tailored support systems that address the

unique intersection of entrepreneurship and motherhood. By understanding these challenges, stakeholders—including policymakers, business support organizations, and communities—can better design programs, resources, and policies that empower mom-preneurs to overcome barriers, manage stress, and grow their businesses effectively. Ultimately, fostering a more supportive environment will not only enhance the success of mom-preneurs but also contribute to greater gender equity and economic development.

FURTHER STUDY

Future research on mom-preneurs can build on the findings of this study by exploring several key areas to deepen understanding and offer more comprehensive support. First, longitudinal studies could be conducted to examine how the challenges faced by mom-preneurs evolve over time, particularly as children grow older or as the business scales, providing insights into the dynamic nature of balancing motherhood and entrepreneurship. Additionally, qualitative research methods, such as in-depth interviews or case studies, could uncover richer, more nuanced experiences behind the statistical associations identified here, especially regarding emotional labor, societal pressures, and coping strategies.

Further research could also investigate the role of different types of family support, including the impact of spouses, extended family, and community networks, on the entrepreneurial success and well-being of mom-preneurs. Examining how cultural and socioeconomic factors influence these experiences would help tailor support programs more effectively across diverse populations. Another important area for future exploration is the impact of digital technology adoption on mom-preneurs' productivity and business growth, including barriers to access and training needs.

Moreover, comparative studies between mom-preneurs and other entrepreneur groups, such as women without children or male entrepreneurs, could provide valuable insights into the unique challenges and advantages specific to mom-preneurs. Finally, future research could assess the effectiveness of various policy interventions, support programs, and training initiatives aimed at mitigating the challenges mom-preneurs face, thereby guiding evidence-based improvements in entrepreneurship ecosystems. Expanding the scope of research in these directions will enhance theoretical knowledge and practical support for this important and growing segment of entrepreneurs.

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