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**IMPACT STUDY ON ENTREPRENEURS GROWTH AND
CHALLENGES OF SELECTED FIRMS IN TIRUPUR
DISTRICT****P. Vijay¹**

¹Assistant Professor, Department of Commerce CA, Kongunadu Arts and Science College,
Coimbatore, Tamil Nadu, India.

ABSTRACT

In India, the entrepreneurs were having more responsibility to do some other business with innovation and useful to the people. In this business process, men and women are having equal social responsibility for improving cultural activities with customer satisfaction. In particular, the women entrepreneurs have been achieving more apart from the confinement problems in their home. Most of the people are entering into different professions and industries enthusiastically. Interview technique was adopted for the data collection of men and women entrepreneurs. The data collected from successful men and women entrepreneurs who are particularly working in selected firms of Tirupur District. The population is unknown to know the gender-wise entrepreneurs facing challenges and growth in Tirupur district, interview schedule method has been used to fulfill the primary objectives of the study. The researcher has adopted convenience sampling method and 400 respondents were selected for the study from various places of Tirupur district who have engaged to start an enterprises and running successfully. The researcher has taken more industry entrepreneurs from textile, steel, oil, automobile, insurance and real estate industry. It shows the relationship between socio-economic background of entrepreneurs and their motivational factors in the present study. The present study has used more tools and techniques like descriptive statistics, ANOVA test, correlation, and correspondence and association analysis for finding out the entrepreneurial position in Tirupur District.

KEYWORDS: ANOVA, Automobile, Descriptive Statistics, Entrepreneur.