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# **International Journal of Management and Development Studies**

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## Development and Challenges Faced by Fast Food Entrepreneurs in Madurai

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P. Deivanai

**Abstract:** *Entrepreneurs play a key role in the Economic development of a country. Importance of development of entrepreneurship as an ingredient of economic development has been recognized a long time back. Entrepreneurship development has become extremely important in achieving the goals of all around development in the country. This paper focuses on the factors responsible for setting up of fast food industry and a problem faced by entrepreneurs in this industry. The main objectives of the study are to analyse the factors responsible for setting up of fast food units and to analysis the dimensions of challenges faced by entrepreneurs in fast food industry. Entrepreneurship is dependent on the demographic factors of entrepreneurs like Age, Sex, Educational Qualification and previous occupation. The data were collected using primary as well as secondary sources. The data collected and analyze with the help of statistical tools like percentage, and Likerts five point techniques. The study offers suggestions and findings on the basis of development of Fast food industries. The sample for the study consists of 150 fast food unit entrepreneurs were selected using convenience sampling method. Hence, there is a great scope for these industries in the future based on the awareness of convenience and hygienic factors.*

### Introduction

Entrepreneurs play a key role in the economic development of a country. Importance of development of entrepreneurship as an ingredient of economic development has been recognized a long time back. Entrepreneurship development has become extremely important in achieving the goals of all around development in the country. In India, state and private entrepreneurship co-exist. The small-scale industrial sector and business are left completely too private entrepreneurs. Small-scale enterprise is a breeding ground for entrepreneurship. Conversely, that the rapid growth of small-scale sector is mainly due to the entrepreneurship development is also true. It is, therefore, in this context that an increasingly important role has been assigned for the identification and promotion entrepreneurs to this sector.

Peter F Drucker defines an entrepreneur as one who always searches for change, responds to it and exploits it as an opportunity. Entrepreneurs innovate and innovation is a specific instrument of entrepreneurship according to one definition that has emerged very recently, and entrepreneur is a person who senses opportunity for economic gain in the socioeconomic spheres around him and initiates activity leading to production/distribution/service, through interaction of men and materials. Fast food Entrepreneurs involve and taking risks or making investment under conditions of uncertainty and to innovate, plan and take decisions so as to increase production, productivity and profits. Growth oriented development is the cornerstone of entrepreneurs. During the last two decades while rapid technological progress has made the production process more knowledgeable and/or capital intensive across a wide range of industries, limiting the creation of new employment opportunities particularly for the unskilled work forces, downsizing polices to the firms through mergers, acquisitions and other restructuring exercises have put the future of their existing employees at stake. Besides, in many cases, the lakhs of under and postgraduates also see the firms closing doors for them as they lack professional training, skill and the kind of orientation required to work in a competitive

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environment. This coupled with the problem of large and growing population has made the problem of unemployment a more acute one in many of the developing countries across the globe. This paper focuses on setting up and challenges faced by fast food Entrepreneurs in Madurai District.

### Objectives of the Study

- ❖ To analysis of socio economic factors of fast food entrepreneurs in Madurai district.
- ❖ To study the factors responsible for setting up of fast food units as an entrepreneurial units.
- ❖ To study the challenges faced by entrepreneurs in the fast food industry.

### Methodology

The data was collected through the questionnaire designed for the study and through personal interviews and additional information was procured by interviewing the respondents. Percentage analysis, chi-square test and weighted ranking method are used to analyse the challenges faced by fast food industry.

### Socio Economic profile of Entrepreneurs of fast food industry

The personnel characteristics of the selected respondents like age, educational status, marital status, family income, business type, size of the business, financial sources and spend expenses are discussed in this paper.

**Table 1: Socio Economic profile of Entrepreneurs of fast food industry**

| Factors                   | Classification  | No. of Respondent | Percentage (%) |
|---------------------------|-----------------|-------------------|----------------|
| Age                       | Below 25        | 1                 | .7             |
|                           | 26 - 35         | 16                | 10.70          |
|                           | 36 - 45         | 42                | 28.00          |
|                           | 46- 55          | 54                | <b>36.00</b>   |
|                           | above 55        | 37                | 24.70          |
|                           |                 | <b>150</b>        | <b>100</b>     |
| Sex                       | Male            | 112               | <b>74.66</b>   |
|                           | Female          | 38                | 25.34          |
|                           |                 | <b>150</b>        | <b>100</b>     |
| Educational qualification | Professional    | 2                 | 1.3            |
|                           | School Level    | 8                 | 5.5            |
|                           | Diplomo         | 34                | 22.7           |
|                           | Graduate        | 59                | <b>39.33</b>   |
|                           | Post graduate   | 47                | 31.33          |
|                           |                 | <b>150</b>        | <b>100</b>     |
| Occupation of family      | Employed        | 13                | 8.7            |
|                           | Business people | 31                | 20.7           |
|                           | Unemployed      | 82                | <b>54.7</b>    |
|                           | Industry        | 24                | 16             |
|                           |                 | <b>150</b>        | <b>100</b>     |
| Marital status            | Married         | 123               | <b>82.00</b>   |
|                           | Unmarried       | 27                | 18.00          |
|                           |                 | <b>150</b>        | <b>100</b>     |
| Family Income             | Below 3lakhs    | 4                 | 2.7            |
|                           | 3-5lakhs        | 44                | 29.3           |
|                           | above5 lakhs    | 102               | <b>68</b>      |
|                           |                 | <b>150</b>        | <b>100</b>     |

It is clear from table 1 among 150 entrepreneurs the majority of 36.00 percentages of the respondents belongs to the age group of 45-55 years, and the next majority of 28.00 percentages of the respondents belongs to the age group of above 55 years. In this study analysis the age group of respondents, the majority of the fast food entrepreneurs belongs the age group 45-55 years. Next the majority of 74.66 percentage of the respondents belongs the male Entrepreneurs and remaining (25.34) percentage of the respondent were female. The majority of 82.00 percentages of the respondents were married, and the next majority of the respondent 18.00 percentage of the respondents were Unmarried. . In this study analysis the marital status of respondents, the majority of the fast food entrepreneurs were married. The majority of 39.33 percentage of the respondents are completed their UG degree and the next majority of 31.33 percentage of the respondents are completed their post graduate, and the next majority of 22.7 percentage of the respondents are completed their Diploma courses. . In this study analysis the Educational qualification of the entrepreneurs were graduates, The respondents based on their occupation 54.7 percentage of entrepreneurs were unemployed, and 20.7percentage of the entrepreneurs were business/ industry people, and the 21.70 percent of the respondent belongs the others category, Industry The annual income shows that the majority of 68.00 percent of the respondents are coming under the High income group of the entrepreneurs earning capacity above 5 lakhs , and the next majority 29.3 percentage of the respondent family earning capacity coming under above 3 -5 lakhs. The study shows that more entrepreneurs' status is coming under the high status entrepreneurs

### Chi-Square Analysis

Hypothesis: The personal factors of the respondents have no significant influence on the Motivational factors.

**Table 2: Chi-square analysis of Personal factors and motivational factors of an Entrepreneur**

| Personal Factors          | Chi-Square value | Degree of Freedom | P - Value | Significant /Not Significant |
|---------------------------|------------------|-------------------|-----------|------------------------------|
| Age                       | 33.196           | 12                | 0.001     | Significant                  |
| Sex                       | 1.229            | 3                 | 0.746     | Not Significant              |
| Educational qualification | 33.196           | 12                | 0.001     | Significant                  |
| Previous Occupation       | 23.258           | 6                 | 0.001     | Significant                  |
| Marital status            | 4.633            | 3                 | 0.201     | Not Significant              |
| Family Income             | 9.05             | 6                 | 0.170     | Not Significant              |

Significant (P values  $\leq 0.05$ ); Not Significant (P values  $\geq 0.05$ )

### Chi-Square Analysis

Hypothesis: The personal factors of the respondents have no significant influence on the Motivational factors.

It is found from the above table No. 2 shows that the hypothesis results the hypothesis is accepted in three cases like sex, marital status, family income and in other three cases the hypothesis is rejected It is concluded that age, educational qualification, previous occupation of the entrepreneurs have significant influence on the motivational factors.

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### Characteristics of Entrepreneurs

A successful entrepreneur requires certain basic qualities, which can be listed as follows. Innovative thinking and foresightedness. i) Quick and effective decision making skills. ii) Ability to mobilize and marshal resources. iii) Firm determination and self-confidence. iv) Preparedness to take risks. v) Accepting changes in right time. vi) Access and alertness to latest scientific and technological information. Matching the basic qualities required for entrepreneurs and the basic characters of Indian women reveal that, much potential is available among the Indian women on their entrepreneurial ability. This potential is to be recognized, brought out and exposed for utilization in production and service sectors for the development of the nation.

**Table 3: Opinion of the respondent towards the characteristics of successful entrepreneurs**

| S.No. | Characteristics of entrepreneurs | Score | Mean | Rank |
|-------|----------------------------------|-------|------|------|
| 1     | Initiative                       | 504   | 3.36 | VII  |
| 2     | Confidence                       | 501   | 3.34 | VIII |
| 3     | Quick decision                   | 533   | 3.55 | III  |
| 4     | Hard work                        | 531   | 3.54 | IV   |
| 5     | Commitment                       | 531   | 3.54 | IV   |
| 6     | punctuality                      | 534   | 3.56 | II   |
| 7     | sharp intelligence               | 519   | 3.46 | VI   |
| 8     | Foresightedness                  | 530   | 3.53 | V    |
| 9     | Creativity                       | 556   | 3.57 | I    |
| 10    | Ambition                         | 481   | 3.21 | IX   |

For the purpose of the identifying important characteristics of Fast food entrepreneurs, ten statements have been given in the interview schedule. The respondents were asked to express their opinion in the five points scale. The scores are assigned to each statement according to the respondents view on Likert five point scales. For instance, the scores, 5, 4, 3, 2, 1 are assigned to the level of strongly agree, agree, neutral, disagree and strongly disagree. The weighted average score and its rank for each character are presented in table. It is observed from table that creativity with the weighted average Score of 3.57 ranked first which is the most important quality required to become an entrepreneur. Punctuality with the weighted average score of 3.56 is ranked second and quick decision with the weighted average score of 3.55 is ranked third. Commitment and hard work are the other desirable characteristics that make successful entrepreneurs; the weighted average score of 3.54 is ranked four. The foresightedness got the sixth ranked with the mean score of 3.46 and the follow the next ranked is initiative which mean score is 3.36. The above table concluded the observation that the table point outed creativity with the weighted average Score of 3.57 ranked first which is the most important quality required to become an entrepreneur. The Entrepreneurs thought more competitor were entered in to the same business .so everyone they want to withstand the market.

**Table 4: Challenges faced by Fast food Entrepreneurs in Madurai District  
(Weighted Ranking Method)**

| Weight                                  | 5  |     | 4  |     | 3   |    | 2  |    | 1 |   | Total Score | Rank |
|---|----|-----|----|-----|-----|----|----|----|---|---|-------------|------|
| Motivational factors                    | I  |     | II |     | III |    | IV |    | V |   |             |      |
|   | 5  |     | 4  |     | 3   |    | 2  |    | 1 |   |             |      |
| Lack of Strong Leader Leadership        | 75 |     | 45 |     | 14  |    | 10 |    | 6 |   | 623         | IV   |
|   |    | 375 |    | 180 |     | 42 |    | 20 |   | 6 |             |      |
| Financial Deficiency                    | 46 |     | 84 |     | 11  |    | 5  |    | 4 |   | 613         | V    |
|   |    | 230 |    | 336 |     | 33 |    | 10 |   | 4 |             |      |
| Leaders misusing the group's money      | 35 |     | 79 |     | 10  |    | 25 |    | 1 |   | 527         | IX   |
|   |    | 175 |    | 316 |     | 30 |    | 15 |   | 1 |             |      |
| Lack of Education                       | 62 |     | 55 |     | 13  |    | 16 |    | 4 |   | 605         | VII  |
|   |    | 310 |    | 220 |     | 39 |    | 32 |   | 4 |             |      |
| Non-awareness of Government Scheme      | 57 |     | 64 |     | 23  |    | 1  |    | 5 |   | 617         | VI   |
|   |    | 285 |    | 256 |     | 69 |    | 2  |   | 5 |             |      |
| Non-repayment of loan by the members    | 78 |     | 49 |     | 13  |    | 7  |    | 3 |   | 740         | I    |
|   |    | 390 |    | 294 |     | 39 |    | 14 |   | 3 |             |      |
| Lack of proper training                 | 89 |     | 54 |     | 3   |    | 3  |    | 1 |   | 677         | II   |
|   |    | 445 |    | 216 |     | 9  |    | 6  |   | 1 |             |      |
| Lack of systematic planning and working | 63 |     | 70 |     | 8   |    | 5  |    | 4 |   | 633         | III  |
|   |    | 315 |    | 280 |     | 24 |    | 10 |   | 4 |             |      |
| Health problems                         | 23 |     | 54 |     | 59  |    | 14 |    | 0 |   | 536         | X    |
|   |    | 115 |    | 216 |     | 17 |    | 28 |   | 0 |             |      |
| Other problems                          | 40 |     | 80 |     | 12  |    | 14 |    | 4 |   | 588         | XIII |
|   |    | 200 |    | 320 |     | 36 |    | 28 |   | 4 |             |      |

This study aims the problems and prospects of entrepreneurs in Madurai districts. For this purpose the study conducted for 150 respondents of the entrepreneurs. An attempt has been made in this section to analyse the collected data with reference to activities of the entrepreneurs a detailed analysis are given below. Table 4 shows problems faced by fast food entrepreneurs. It inferred that the most number of the respondents have given First rank for Lack of strong leadership; the respondents have given Second rank for financial deficit. The third rank was lack of systematic planning and working and followed by health problem, Non-awareness of Government scheme, Non- repayment of loan by the members, Leaders misusing the group's money, other problems, Lack of Education and Lack of proper training.

### Findings

- Majority of 54 respondents (36.00) percentage are in the age group of 46 to 55years.
- The majority of 74.66 percentage of the respondent belongs to male category.
- The marital status of respondents, the majority of the fast food entrepreneurs were married.
- The majority of 39.33 percentage of the respondents are completed their UG degree.
- The respondents based on their family occupation 54.7 percentage of entrepreneurs were unemployed.
- The annual income shows that the majority of 68.00 percent of the respondents are coming under the High income group of the entrepreneurs earning capacity above 5 lakhs.
- The hypothesis results the hypothesis is accepted in three cases like sex, marital status, family

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income and in other three cases the hypothesis is rejected. It is concluded that age, educational qualification, previous occupation of the entrepreneurs have significant influence on the motivational factors.

- It is observed from table that creativity with the weighted average Score of 3.57 ranked first which is the most important quality required to become an entrepreneur. Punctuality with the weighted average score of 3.56 is ranked second and quick decision with the weighted average score of 3.55 is ranked third.
- It is inferred that the most number of the respondents have given First rank for Lack of strong leadership; the respondents have given Second rank for financial deficit. The third rank was lack of systematic planning and working.

### Conclusion

Training refers to the process of Increasing knowledge and skill of an employee for doing a particular job. The entrepreneurs are developed through a training and hard work. The motivational factor motivates and gives inspiration to achievement. It is observed from table that creativity with the weighted average Score ranked first which is the most important quality required to become an entrepreneur. Punctuality with the weighted average score ranked second and quick decision with the weighted average score ranked third. So each and every business activity need with creativity, punctuality and quick decision is more important to achieve the goal. The fast food industry creates more opportunity for employment and economic development also.

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