The Pathology of Home Business Development in Rural Areas (Case Study: Dyshmuk District in Kohgiluyeh County)

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Extended Abstract

1. INTRODUCTION

Nowadays, having an appropriate job is considered as one of the main factors of civil rights and perhaps it is not less important than people’s political rights. Accordingly, job creation based on the needs of society and alleviating unemployment rate are among the basic government duties. Moreover, employment is directly linked to society’s political, economic, social, and cultural development, and is dependent on the pace of development as well as the success or failure of the plans of development. Employment is also a function of common values for a society and is directly related to biological, educational, sanitary, welfare, and psychological needs of the society, in general. Employment and access of all people to their favorite job is among the fundamental needs of a society. Unemployment is considered a destructive social, economic, and cultural phenomenon and planners have always been concerned with alleviating it. Nowadays, home businesses are considered as an important strategy for creating jobs and income throughout the world. The benefits of this type of business for the employees include striking a balance between women’s responsibilities in the family and their employment, eliminating the costs of renting or buying a workshop and commuting, using other family members’ work force, preparing opportunities for family jobs, and the possibility of exchanging experience through informal education among the members of family. It must be noted that, in recent years due to dramatic changes in information technology throughout the world and due to the creation of new jobs, IT-based home businesses have become possible. Supporting home businesses has been emphasized in the government. Since supporting home businesses is a successful global experience in bringing down the production costs, the Ministry of Employment has also considers supporting them as a crucial plan.

2. METHODOLOGY

The research methodology in this descriptive-analytic research is based on library studies and circle scrutiny in which data is collected by means of asking questions and letter and also is analyzed by software. Obtained results from different studies say that equal guess of importance of all the problems and twelve challenges from the answerers’ view in %95 level is repudiated.

The methodology of the present study is descriptive-analytical and is based on the library research and field studies. The research data have been gathered using a questionnaire and have been analyzed by SPSS software.

The study population includes villages with 25 families or more, among them, 35 villages have been chosen as the sample. One hundred questionnaires were distributed among those who owned a business.

Thus, the present study seeks to answer the following questions:

- What factors have inspired and encouraged a person to choose this job?
- Considering employment problems in Iran’s rural areas, what kind of problems would home businesses face in rural area of Dishmuk District of Kohgiluyeh County? And are these problems equally important?

3. DISCUSSION

In order to compare the extent of effect of each challenge and problem as an obstacle for developing home businesses in home employees’ opinion, the Freedman test was used. This test showed which problem was more important in the respondents’ opinion. Therefore, typical problems...
have been investigated. As a result, with 95% confidence level, the hypothesis that all the twelve problems and challenges in the respondents’ opinion are equally important is rejected and the tested problem and challenges affect hindering the development of home businesses in various degrees. Research finding reveals that the 12th problem (buying products at low prices) with a mean of 4.88 has the most influence, and the least influence in the respondents’ opinion was the 4th problem (legal obstacles) with a mean of 1.56. Also, according to the expected mean value (3), only two problems (legal obstacles, social problems) are less than the expected mean and the other 10 problems are higher. To determine the extent of the effect of each twelve problems, T-student test was performed with the expected mean of μ=3. As observed, from total 12 problems, only one problem (4) is less than ZA=1.65 and α=0.5 and the remaining (11 problems) are higher. Therefore, the hypothesis \( H_{0+}: \mu x \geq \mu o \) is rejected for 11 problems and it is only confirmed for one problem; and the hypothesis \( H_1: \mu x < \mu o \) is confirmed for 11 problems.

Based on the administered tests (Freedman and t-student) to the respondents, the factors affecting the development of home businesses in rural areas of Dishmuk were not equally important, which confirmed the hypothesis.

4. CONCLUSION

Regarding their advantages, home businesses might have many benefits for the country such as job creation and increase of national income. The results of the study reveal that with 95% confidence level, the hypothesis of equality of importance for all the twelve problems and challenges in home employee’s opinion is rejected and the tested problems and challenges (in respondents’ opinion) hinder the development of products with varying degrees. The problem of buying products at low prices with a mean of 4.88 has the most influence, and lack of official and financial support with the means of 4.81 and 4.59 respectively ranked next; the least effective in the respondents’ opinion was legal obstacles with a mean of 1.56. Besides, “the family” standing number 1 in the ranking, with a mean of 0.5 percent, was the most effective and “the villagers” with a mean of 3.39 percent, was the least effective. On the other hand, the respondents who have been asked about their purpose and motivation for choosing their job responded that earning money and living with their families with the means of (4.93 and 4.83) were the most important, whereas incompatibility between one’s beliefs and values and the workplace atmosphere (belief incentive) with a mean of 3.35 was the least important. In this respect, the first step to enhance the development of home businesses is to identify the obstacles affecting these types of businesses and thus, it is essential for managers, policy makers, and entrepreneurs to try to improve the situations by focusing on these jobs.

Based on the results of the study, as well as confirmation of the hypotheses, the following suggestions could be offered to alleviate challenges of crisis management in rural area of Charusai of Kohgiluye County:

- Designing and developing other models for expanding home businesses in rural areas.
- Using the experience and research of countries that had successful plans for the jobs of these kinds.
- Attracting Policy makers’ attention, especially in vocational education, to standardize and to provide an inspiring setting for home businesses and to support and to promote them throughout these rural areas.
- Providing appropriate grounds for identifying and classifying home businesses based on their variety and enhancing product mobility in the aforementioned rural area by officials and related organizations.
- Considering that the dominant family type in our country especially in the aforementioned rural area is extended, regarding high family and particularly women’s motivation for home businesses, encouraging some industries and services to develop corporate plans and transferring part of production cycle to families is recommended.
- Offering low-interest small loans, which quickly enter the production cycle to these businesses (home businesses), can alleviate the problem of employment in rural areas, especially in deprived rural areas.
- And so on.

Keywords: Pathology of developing home jobs, rural development, Dishmuk District, Kohkiloye County.
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