

## Identifying Individual Barriers and Development Pattern of Rural Household Jobs with Emphasis on Eastern Regions of Golestan Province

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**Abstract:** Household jobs, as an employment effort, seek to empower rural women economically and socially and sustainable rural development, but in practice creating and expanding these types of jobs face many individual and structural obstacles. This paper aims to identify individual barriers to the development of household jobs in rural areas east of Golestan province including Gonbad, Minoodasht and Kalaleh counties. The research was a mixed-qualitative study that was studied in the qualitative section using Delphi technique of 20 experts and rural development specialists using interview tools. A survey research method was used to perform a quantitative part in which 381 rural working women were selected as the sample population from 14,185 people and were studied by a researcher-made questionnaire. Low level of creativity and innovation and risk level in creating new jobs and low level of literacy and skills of rural women. The findings of the survey also showed that the development of domestic and rural jobs has a significant relationship with individual barriers, as well as the promotion and development of rural household jobs has a significant relationship with the (modern) and participatory approach.

**Keywords:** Household jobs, Women, Village, Golestan province.

### Introduction

In today's world, rural development has a special place in the economic cycle of nations, and especially in non-industrialized developing countries, it is the centerpiece of national economic development programs, in the meantime, with the approval of many experts, the development of entrepreneurship in different forms and fields in rural areas, which implies human centrality as the main source of development. By creating employment, capital production, helping to distribute incomes more equitably in society and reducing poverty, it is one of the key components of the driving system of rural development and even national development (Qambar Ali & Zarafshani, 2005) These types of jobs, which include most women as a productive force, is a subject that is also considered by new approaches to rural development. The experiences of rural development in different countries of the world over the past few decades show that the problems of rural income shortage (economic weakness) and subsequent social, cultural and political consequences cannot be solved merely by transferring technical knowledge and technologies as well as transferring material capital to rural areas, but also a more important element that should be considered by policymakers and experts of rural development. The emphasis is on the development of small rural businesses, especially household businesses, and providing essential platforms for their growth and development (Fotouti, Baradaran, Salmanzadeh and Ghanian, 2011).

High unemployment growth rates hidden and overt in rural society compared to urban society on the one hand, and the impossibility of extensive investment in the development of large industries on the other hand, the government of men to expand small businesses in Rural communities have forced. But the point is that there are many structural and individual obstacles that prevent these types of jobs from being created and expanded. In Iranian society, underdevelopment of rural household jobs is an important and unresolved issue facing the executive and planning authorities of the country. The

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eastern part of Golestan province, which has geographical and ethnic diversity and has many villages, is one of the desirable opportunities for women's development and participation in rural household jobs. However, in terms of quantity and quality of employment in recent decades, unemployment has been declining and unemployment as a social problem in the villages of these regions shows that an important part of rural migration to the city is the consequence of such a situation. Initial observations and preliminary interviews with rural women and an archive of centers related to women's domestic employment such as cultural heritage and handicrafts, Islamic culture and guidance, agricultural jihad, etc.

It is suggested that these organizations consider the issue of supporting women's employment as small early-return workshops, but many of the programs of these organizations and institutions have not been able to succeed properly and favorably and with individual, social, cultural, economic, legal and ... encountered. Considering this important issue, this research seeks to determine the role of individual barriers in the development of household jobs in rural areas east of Golestan province and what are the most important barriers.

The purpose of this study is:

- Identifying and analyzing individual barriers to the development of rural household jobs in the villages of eastern Golestan province.

### **Research Questions**

1. Does the development of household jobs in rural areas east of Golestan province face individual obstacles?
2. What are the most important personal barriers to the development of household jobs in rural areas east of Golestan province?

### **Theoretical Foundation**

Nowadays, paying attention to women and their important role in economic and social activities is one of the most important criteria in evaluating the success of development programs. Home businesses are among the strategies that can promote women's participation in economic and social activities, although household jobs are often considered as a hidden and informal part of the economy, but play a significant role in increasing the wealth and economic growth of a society. Home business opportunities cause self-employment to meet shortcomings and meet the local needs of an economy and Provides a way for sustainable economic development (Horgan, 2001). A quick look at the economic and social situation of the world shows that home businesses have increasingly significant growth and play an important role in the GDP of developed countries. Its marketing is transferred out of the home environment (Mawalizadeh, 2010). Moske (2005) believes that home businesses are mainly for assignment to those business operations that are firstly carried out in a private residence or focused on a home foundation. Home businesses are usually categorized in very small businesses (businesses with fewer than five employees) (Holmes & Smith, 2008).

These types of businesses also depend heavily on the personal characteristics of the business-owned person. In each particular case, the home business owner has different needs and motivations to lead his or her business. The area of home business mainly refers to businesses that take place in private residences or homes. In addition, these residences are normally home to the individual (Smith & Hodchinson: 1994<sup>(2)</sup>). Home businesses tend to be the smallest type of business (Carter & Friends, 2004<sup>(3)</sup>). These businesses resemble single or double business activities and include low-level sales (Mason:2008<sup>(4)</sup>) and their turnover is also low (Carter & Friends: 2006). More than 75% of owners work more than 40 hours a week, and people working in these businesses may also work part-time or part-time businesses in one working week. Home business owners are more interested in using personal funds such as credit cards and savings than using business funds such as loans, transfers or

purchases on long-term terms. Perhaps the main cause of this is their desire for success and personal growth (Mason, 2008)

In sum, home-based economic businesses are divided into three categories:

- A. Home business: In this way, the person brings his or her job home and instead of spending a lot of money to rent or buy a building, he can do his job at home. Therefore, in the home environment only the production of goods is done and its supply, sales and marketing are transferred out of the residential environment.
- B. Home-based business: In this way people deliver their manufactured goods and services to the door or inside the home of others. In this type of business method, it does not matter where the goods are produced, but the criterion is that the goods and services are delivered in consumers' homes. In this type of household goods, the added value of goods and services is given to the person who brings these goods from the outside;
- C. Home-based entrepreneurship: This type of entrepreneurship is the process of creating employment at home through the formation of a unique set of resources in order to take advantage of opportunities (Hosseini, 2007).

### **Literature Review**

In her study entitled *Barriers to The Development of Women's Home Businesses in Rural Areas (Case Study, Rezvanshahr County, Gilan Province)*, Ghorbani Fatemeh (2020) concluded that individual-personality barriers, socio-economic barriers, socio-cultural barriers, family and institutional-legal barriers, barriers to the development of women's domestic businesses in rural areas of Rezvanshahr city are. Izadi, Rezaei and Asadollahpour (2016) in rural areas of Shiraz showed that barriers to the realization of entrepreneurship development in home jobs were classified into five factors: information, economic, marketing, personality and family. Najafi and Safa (2014) In a study entitled *Survey of Entrepreneurial Home Businesses and the obstacles and challenges of their development in rural areas*, showed that the development of entrepreneurial home businesses in rural areas face many obstacles and challenges, some of the most important of which include lack of proper business plan, lack of experience and expertise in villagers, lack of proper access of villagers to the market, Lack of access to information and information resources, lack of financing for home business investment and legal obstacles.

Taghi Beigi, Ad and Mirakzadeh (2014) in Islamabad-e Gah west showed that the most important barriers to the development of domestic jobs from the perspective of women are personality, individual, economic, family and governmental barriers, respectively. Tambonan (2008) in Indonesia showed a lack of capital, difficulty in supplying raw materials, lack of access to reliable business information, marketing and distribution problems, low technological capabilities, high transportation costs, communication problems, onerous and bureaucratic problems, especially in obtaining permits, and ultimately policies and laws that cause market downturns. It has been like barriers to the development of small businesses such as household businesses. Qader (2007) in Malaysia showed that not only are entrepreneurial personality traits and other domestic factors important for the development of entrepreneurship in a successful small business, but also foreign factors such as government assistance in education and services, access to product sales markets, and the creation of business networks (Qader & Friends, 2007:162-147). In Hisrich's research (2002), the main obstacles to the development of home businesses, lack of expertise, lack of market, information barriers, lack of financing, legal barriers and lack of business plan have been noted.

### **Research Methodology**

This study is a mixed research based on qualitative-quantitative methods. In the qualitative section, 20 experts and experts of rural development including local and local managers and experts were studied using Delphi technique. A survey method was used to perform a quantitative part of the survey, during which 381 rural working women from Gonbad, Minoodasht and Kalaleh were selected as the sample population from 14,185 statistical population and were studied by a researcher-made

questionnaire. The data collected in the qualitative section were analyzed in the form of an average table of individual barriers indices based on stage delphi method and quantitative hypothesis test in the form of one-sample T-test

**Table (1): Distribution of the society and sample size**

Total		Rural Gonbad		Rural Kalale		Rural Minodasht		Female employee population
Frequency percentage	Frequenc	Frequency percentage	Frequency	Frequency	Frequency	Frequency percentage	Frequency	Statistics
100	14185	63,3	8943	24,4	3458	12,3	1784	Statistic society
100	100	63,3	241	24,4	93	12,3	47	Sample Size

## Research Findings

Findings of qualitative section

**Table (2): Demographic Characteristics of Experts**

Total percentage	Total number	Percentage	Frequency	Experts	
% 100	20	%20	4	زن	Gender
		%80	16	Man	
		%10	2	30-40 year	Age
		%20	4	40-50 year	
		%70	14	Above 50	Education
		%40	8	B.A	
		%30	6	M.A	
		%30	6	PHD	Job Experience
		%0	0	Less han 5	
		%10	2	5-10 year	
		%40	8	10-20 year	
		%50	10	Above 20	

## Indicators of individual barriers in terms of elites

According to the values set forth in Table 3 and considering the threshold limit of 9.97, the most important indicators of individual barriers to the development of rural household jobs from the experts' point of view include: low level of creativity and innovation in creating new jobs, problems of housekeeping, low skill and low risk level for creating new employment

**Table (3): Indicators of Individual Barriers to Stage Delphi Method**

Significant value	Geometric average		Optimistic amount		Pessimistic amount		Dimensions
	$U_m^i$	$I_m^i$	most	lowest	Most	Lowest	
10.93	8.11	5.75	9	7	8	3	Low level of creativity and innovation in creating new businesses
4.24	6.61	4.26	9	4	6	2	Low literacy levels of rural women
11.76	7.55	7.38	10	5	10	2	Housekeeping problems
12.25	7.96	5.45	9	7	9	3	Low skill
10.68	8.05	5.93	10	7	9	3	Low risk levels to create new jobs

\*Tolerance limit = 9.97

## Quantitative findings (hypothesis testing)

Before the test was carried out on the research hypothesis, the research hypothesis was carried out to evaluate the difference between the current situation of rural household jobs and the desired state and

to measure whether there is a significant difference in this regard. ( $H_0:\mu_1 \leq 3$   
 $H_1:\mu_1 > 3$ )

According to the results of table (4), it should be said that since in all three cities of Gonbad, Minoodasht and Kalaleh, a significant level of less than 0.05 standard error has been confirmed, so at the confidence level of 95% of the H1 assumption is confirmed, the t statistics are also outside the range of  $-1.96 < x < 1.96$  which confirms this result. Also, considering the high and low limits and the fact that both have been positive, it can be concluded that the average of the studied community is higher than the standard level 3.

In general, the relevant hypothesis was confirmed in all three cities of Gonbad, Minoodasht and Kalaleh: there is a significant difference between the factors related to the current situation of rural household jobs with the desired state

**Table (4): The results of T-test analysis of a sample of the first sub hypothesis**

average	Upper limit	Low limit	Meaningful level	Degree of Condaton	Statistics t	city	Variable The current state of rural household jobs
3.6192	0.6910	0.5474	0.000	381	16.979	Gonbad	
3.328	0.4437	0.1554	0.000	378	5.573	Minodasht	
3.3742	0.4234	0.3249	0.000	381	14.960	Kalale	

The assumption that the development of domestic and rural jobs has a significant relationship with individual barriers was also tested. According to the results of table (5) since in all three cities of Gonbad, Minoodasht and Kalaleh, a significant level of less than 0.05 standard error has been confirmed, so at the confidence level of 95% of the H1 assumption is confirmed, the value of t statistics is also outside the range of  $-1.96 < x > 1.96$  which confirms this result. Also, considering the high and low limits and the fact that both have been positive, it can be concluded that the average of the studied society is higher than the standard level of 3.

In general, the relevant hypothesis was confirmed in all three cities of Gonbad, Minoodasht and Kalaleh: Rural household jobs have a significant relationship with individual barriers.

$H_0:\mu_1 \leq 3$   
 $H_1:\mu_1 > 3$

**Table (5): Results of T-test analysis of a second sub hypothesis**

Average	Upper limit	Low limit	Meaningful level	Degree of Condaton	Statistics t	City	Variable Individual barriers
3.1387	0.1941	0.0832	0.000	381	4.923	Gonbad	
3.384	0.4969	0.2727	0.000	387	6.750	Minodasht	
3.3978	0.4827	0.3129	0.000	381	9.2222	Kalale	

Regarding the assumption that the promotion and development of rural household jobs has a significant relationship with the approach of modern and participatory renovation

$H_0:\mu_1 \leq 3$   
 $H_1:\mu_1 > 3$

According to the results of table (6) since in all three cities of Gonbad, Minoodasht and Kalaleh, a significant level of less than 0.05 standard error is confirmed, so at the confidence level of 95% of the H1 assumption is confirmed, the t statistics are also outside the range of  $-1.96 < x < 1.96$  which confirms this result. Also, considering the high and low limits and the fact that both have been positive, it can be concluded that the average of the studied society is higher than the standard level of 3.

In general, the relevant hypothesis in all three cities of Gonbad, Minoodasht and Kalaleh was confirmed as follows: the promotion and development of rural household jobs has a significant relationship with the (modern) and participatory approach.

*Table (6): Results of T-test analysis of a sample fourth sub hypothesis*

Average	Upper limit	Low limit	Meaningful level	Degree of Condaton	Statistics t	City	Variable
3.2762	0.3342	0.2181	0.000	381	9.369	Gonbad	Promotion and development of rural household jobs
3.158	0.2924	0.0248	0.000	378	2.332	Minodasht	
3.2236	0.5751	0.7980	0.000	381	12.169	Kalale	

### Discussion & Conclusion

The concept of entrepreneurship and job creation has become one of the most important issues of sustainable rural development and increasing the capabilities of rural society. Today, creating home jobs and businesses that are more compatible with rural women's conditions are among the recreational efforts to empower rural women economically and socially, followed by sustainable rural development. Although women as half of the rural community have high abilities in the empowerment of rural society, especially in the employment and development of domestic jobs, but for various reasons with many individual barriers such as lack of skills and self-confidence, low literacy and illiteracy, low self-esteem, etc. They've gone to the margins, and these barriers have made us not see the success of rural women's home jobs at the desired level in practice. Based on the findings of this study, individual barriers are among the most important barriers to the development of domestic jobs in rural areas east of Golestan province. For this reason, household jobs do not have the necessary development in these areas and that is why according to the opinions of the elites, the development of rural jobs in the cities of Gonbad, Minoodasht and Kalaleh in the current situation is significantly distanced from the desired situation and this distance has a significant difference by excluding other factors or obstacles in the individual dimension which is considered as the most important part of development.

The most important individual barriers that are usually raised by both experts and domestic workers are housekeeping problems, low skills, lack of adequate training and illiteracy. The results of hypothesis test also showed that rural household jobs have a significant relationship with individual barriers, while promotion and development of rural household jobs has a significant relationship with the approach of modernization with participation variable. The subject that we see less in the villages of Gonbad, Minoodasht and Kalaleh cities and the test is confirmed. New development models and methods are based on characteristics that include: considering the chiefs, the Yeezy program in the form of interactive and participatory planning, social capital, participatory democracy and empowering people in society. Undoubtedly, the importance of indigenous knowledge and the use of technology are therefore one of the most important aspects of it .

According to the findings of this study, in order to overcome these obstacles in the villages of eastern regions of Golestan province, some suggestions are presented:

- Holding more regular and high-quality training courses to improve women's education and skills
- Develop role models. Considering the influence of successful entrepreneurs, providing a picture of the success, progress and independence of successful entrepreneurs in home jobs, can play a great role in encouraging people to work.
- Holding national and regional exhibitions with the aim of eliminating intermediaries and proper marketing of rural women's products
- Informing and providing educational services and consultants to rural women for proper marketing in cyberspace for their products

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