Correlation co-efficient between needs for achievements and socio-economic variables of women entrepreneurs

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ABSTRACT

In the process of developing woman as an entrepreneur, her socio-economic variables/ background play an important role in satisfying their needs for achievements. Keeping in view, an attempt is made to get correlation co-efficient between seven needs for achievement and socio-economic variables. Fifteen women entrepreneurs from each zonal area of Agra city was selected running both boutique and beauty parlours. Primary data were collected through interview schedule. Based on nature of information, correlation co-efficient was used as statistical measure. The findings of this study are that age and family size were not correlated with three single needs and four integrated needs. Out of the selected independent variable, caste is positively and significantly correlated with need for influence (+0.208539*) and need for personal and social achievement (+0.367637**) while caste is negatively and significantly correlated with need for personal achievement (-0.2527*) and influence oriented need for personal achievement (-0.22326*). Education showed negative and significant correlation with need for personal achievement (-0.62558**) and need for personal and social achievement (-0.22475*), while influence oriented need for social achievement depicted positive and significant correlation with education (+0.25597*). Marital status was found significantly and negatively correlated with need for personal achievement (-0.40623**) and need for personal and social achievement (-0.25138*). It showed significant and positive correlation with influence oriented need for social achievement (+3.21553**). Family type showed significant and negative correlation with need for personal achievement (-0.385997**). Level of social participation of women entrepreneurs showed positive correlation with need for social achievement (+0.28031*). Family occupation of women entrepreneurs exhibited negative and significant correlation with need for personal achievement (-0.494392**) and need for social achievement (-0.373273**). Family income showed negative and significant correlation with need for personal achievement (-0.302924**) while it is positively and significantly correlated with need for influence. After getting information, researcher and small scale industries' policy maker and executive can plan research programme, financial schemes and training programme accordingly. So that gap between low, middle and high income group can be removed and all people could enjoy equal status in the society in real.

INTRODUCTION

As all of us know that need is the mother of inventions. It becomes necessary whom circumstances either are favourable or not because some variables vary in these circumstances in both ways like positive and negative. Positive and negative both kind circumstances created by socio-economic variables namely age, caste, educational status, marital status, social participation, type of family, size of family, family occupation and family income (per capita per annum) increase enthusiasm of women entrepreneurs for satisfying seven needs *viz.,* three individual needs (need for personal achievement, need for social achievement and need for influence) and four integrated needs (need for personal achievement, influence oriented need for social achievement, influence oriented need for personal achievement and influence oriented need for personal-cum-social achievement).

In positive circumstance, women entrepreneurs having satisfied personal, social and familial background, they work for extending familial business, utilising time and talent and providing services to community etc. Scenario of women and their family, those are fighting for surviving in the society, is completely changed than the women entrepreneurs having -ve circumstances. Women confront many obstacles in exhibiting hidden talents in their enterprise because of not being/having from the business background or business oriented supporter. Therefore, in the present paper, correlation co-efficients is analysed between needs for achievements and socio-economic variables.

MATERIAL AND METHODS

Agra division of Uttar Pradesh was selected as the locale for the present study by using purposive sampling. Agra division comprises of seven districts. Out of which, Agra district has been selected randomly. For the purpose of administration, Agra district was divided into two areas; Agra urban and Agra rural. Agra urban was selected randomly for the present study. According to the requirements and to have balanced distribution of the respondents, the investigator divided Agra city into four zones; North-East Zone; North-West Zone; South-East Zone and South-West Zone. Fifteen women entrepreneurs running both boutiques and beauty parlour from each zonal area were selected. Thus, sixty women

entrepreneurs were selected for the present study. Descriptive type of research design was used. Based on the nature of data and relevant information, coefficient of correlation was used as statistical measure for getting correlation between needs for achievement and socio-economic variables of women entrepreneurs.

OBSERVATIONS AND ANALYSIS

It is observed that age was not correlated with three single needs and four integrated needs of women entrepreneurs (Table 1).

Table 1 : Correlation co-efficient between needs for achievement and socio-economic variable of women entrepreneurs (n=60)		
Sr. No.	Needs for achievements	Socio-economic variable (Age)
1.	n PA	- 0.195072
2.	n SA	- 0.08535
3.	n Inf	+ 0.0353
4.	n PSA	+ 0.050845
5.	n SA Inf	+ 0.110105
6.	n PA Inf	+ 0.133588
7.	n PSA Inf	+ 0.0402

* and ** indicate significance of values at P=0.05 and 0.01, respectively
n PA = Need for personal achievement
n SA = Need for social achievement
n Inf = Need for influence
n PSA = Need for personal-cum-social achievements
n SA Inf = Influence oriented need for social achievements
n PA Inf = Influence oriented need for personal achievements
n PSA Inf=Influence oriented need for personal-cum-social achievements

The correlation co-efficient obtained for three single needs and four integrated needs was calculated with the socio-economic variable caste. The results seen in Table 2 provided confirmation of the view that the needs are related to caste. It is found that caste showed significant negative relation with need for personal achievement (-0.2527*) and influence oriented need for personal achievement (-0.22326*).

Table 2 : Correlation co-efficient between needs for achievement and socio-economic variable (Caste) (n=60)		
Sr. No.	Needs for achievement	Socio-economic variable (Caste)
1.	n PA	- 0.2527*
2.	n SA	+ 0.0096
3.	n Inf	+ 0.2085398*
4.	n PSA	+ 0.367637**
5.	n SA Inf	+ 0.02836*
6.	n PA Inf	- 0.22326*
7.	n PSA Inf	- 0.1177998

* and ** indicate significance of values at P=0.05 and 0.01, respectively

Caste showed significant positive correlation with need for influence (+0.208539*) and highly correlated with need for personal-cum-social achievement (+0.367637**).

Table 3 : Correlation co-efficient between needs for achievements and socio-economic variable (Education)   (n=60)

Sr. No.	Needs for achievement	Socio-economic variable (Education)
1.	*n* PA	- 0.62558**
2.	*n* SA	+ 0.056687
3.	*n* Inf	- 0.10847
4.	*n* PSA	- 0.22475*
5.	*n* SA Inf	+ 0.25597*
6.	*n* PA Inf	- 0.0881
7.	*n* PSA Inf	+ 0.032090

* and ** indicate significance of values at P=0.05 and 0.01, respectively

Education showed negative significant correlation with need for personal achievement (- 0.62558**) and need for personal-cum-social achievement (-0.22475*) while education showed positive correlation with influence oriented need for (+0.25597*) social achievements (Table 3).

Table 4 : Correlation co-efficient between needs for achievement and socio-economic variables (Marital status) (n=60)

Sr. No.	Needs for achievement	Socio-economic variables (Marital status)
1.	*n* PA	- 0.40623**
2.	*n* SA	+ 0.06631
3.	*n* Inf	+ 0.08781
4.	*n* PSA	- 0.25138*
5.	*n* SA Inf	+ 3.21553**
6.	*n* PA Inf	+ 0.015593
7.	*n* PSA Inf	+ 0.11956

* and ** indicate significance of values at P=0.05 and 0.01, respectively

Marital status showed significant and negative correlative with need for personal achievement (- 0.40623**) and need for personal-cum- social achievement (-0.25138*). It showed significant positive correlation with influence oriented need for social achievement (+3.21553**) (Table 4).

Family type showed significant and negative correlation with need for personal achievement (- 0.385997**). Rest of the needs namely need for social achievement (n SA), need for influence (n Inf), n PSA, n SA Inf, n PA Inf, N SPA Inf have no correlation with family type of the entrepreneurs.

Table 5 : Correlation co-efficient between needs for achievement and family type   (n=60)

Sr. No.	Needs for achievement	Socio-economic variable (Family type)
1.	*n* PA	- 0.385997**
2.	*n* SA	- 0.041899
3.	*n* Inf	+ 0.1667
4.	*n* PSA	+ 0.125708
5.	*n* SA Inf	+ 0.009481
6.	*n* PA Inf	+ 0.02937
7.	*n* PSA Inf	+ 0.032090

* and ** indicate significance of values at P=0.05 and 0.01, respectively

Table 6 : Correlation co-efficient between needs for achievement and socio-economic variable (Family size)   (n=60)

Sr. No.	Needs for achievement	Socio-economic variables (Family size)
1.	*n* PA	+ 0.081638
2.	*n* SA	- 0.132089
3.	*n* Inf	- 0.14396
4.	*n* PSA	- 0.12465
5.	*n* SA Inf	- 0.02240
6.	*n* PA Inf	+ 0.05194
7.	*n* PSA Inf	- 0.031375

* and ** indicate significance of values at P=0.05 and 0.01, respectively

No correlation was observed between family size and seven needs (three single needs and four integrated needs).

Table 7 : Correlation co-efficient between seven needs for achievement and social participation of women entrepreneurs   (n=60)

Sr. No.	Needs for achievement	Socio-economic variables (Social participation)
1.	*n* PA	- 0.14783
2.	*n* SA	+ 0.28031*
3.	*n* Inf	+ 0.02821
4.	*n* PSA	- 0.111695
5.	*n* SA Inf	- 0.01685
6.	*n* PA Inf	- 0.01739
7.	*n* PSA Inf	+ 0.02217

* and ** indicate significance of values at P=0.05 and 0.01, respectively

Level of social participation of women entrepreneurs showed positive correlation with need for social achievement (0.28031*) (Table 7). This finding clearly represents that women are becoming entrepreneur for getting and providing social prestige to themselves and social identity for their enterprise. They wish to lead

their community and spreading a message that they are all better half of the national economy if they are motivated facilitated and trained.

It is clear from the findings that family occupation of women entrepreneurs showed a negative correlation with need for personal achievement (nPA) (-0.494392**), need for social achievement n SA (-0.373273**). It means women from non-business background can be identical entrepreneurs. Being from business background, women may be entrepreneurs only for extending her family occupation not for getting social identity and providing their entrepreneurial service for her community (Table 8).

Table 8 : Correlation co-efficient between seven needs for achievement and family occupation of women entrepreneurs (n=60)		
Sr. No.	Needs for achievement	Socio-economic variable (family occupation)
1.	n PA	- 0.494392**
2.	n SA	- 0.373273**
3.	n Inf	- 0.08912
4.	n PSA	- 0.04178
5.	n SA Inf	- 0.16274
6.	n PA Inf	- 0.1713
7.	n PSA Inf	- 0.0269958

* and ** indicate significance of values at P=0.05 and 0.01, respectively

Family income showed significant and negative correlation with need for personal (-0.302924**) achievement (Table 9). It represents that women are becoming entrepreneurs for personal achievement not for specially increasing family income. They are working for making their personal identity and sharpening their hidden talents.

Family income showed significant and positive correlation with need for influence. It depicts that women

Table 9 : Correlation co-efficient between needs for achievements and socio-economic variables of women entrepreneurs (n=60)		
Sr. No.	Needs for achievement	Socio-economic variable (Family income)
1.	n PA	- 0.302924**
2.	n SA	- 0.0623068
3.	n Inf	+ 0.22733*
4.	n PSA	+ 0.070163
5.	n SA Inf	- 0.0444
6.	n PA Inf	- 0.003911
7.	n PSA Inf	- 0.0734299

* and ** indicate significance of values at P=0.05 and 0.01, respectively

are becoming entrepreneur for contributing in a familial economical activities by adding extra entrepreneurial income. So that their family could be economically strong, get better status in society provide better academic opportunities to their children. Similar work related to the present investigation was also carried out by Rodge and Borkar (2012); Pande (2011) and Seemaprakalpa (2013 and 2014 a, b, c).

Conclusion :

Finally, conclusion can be extracted from the collected, tabulated and analysed data that age and family size were not correlated with three single needs and four integrated needs. Caste is positively and significantly correlated with need for influence (+0.208539*) and need for personal and social achievement (+0.367637**). While caste is negatively and significantly correlated with need for personal achievement (-0.2527*) and influence oriented need for personal achievement (-0.22326*). Education showed negative and significant correlation with need for personal achievement (-0.62558**) and need for personal and social achievement (-0.22475*), while influence oriented need for social achievement depicted positive and significant correlation with education (+0.25597*). Marital status was found significantly and negatively correlated with need for personal achievement (-0.40632**) and need for personal and social achievement (-0.25138*). It showed significant and positive correlation with influence oriented need for social achievement (+3.21553**). Family type showed significant and negative correlation with need for personal achievement (-0.385997**). Level of social particular of women entrepreneurs showed positive correlation with need for social achievement (+0.28031*). Family occupation of women entrepreneurs exhibited negative and significant correlation with need for personal achievement (-0.494392**) and need for social achievement (-0.373273**). Family income showed negative and significant correlation with need for personal achievement (-0.302924**) while it is positively and significantly correlated with need for influence.

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