

# Co-efficient of correlation between entrepreneurial behaviour and empowerment level of women entrepreneurs

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■ **ABSTRACT** : A woman, who is exhibiting enterprise survival, sustaining and making successful oriented behaviour is known as entrepreneur. Being an entrepreneur without being from familial business background, she gets empowerment in all spheres of life. So, in the present study, an effort has been made to know the relationship between entrepreneurial behaviour and empowerment level of women entrepreneurs. Fifteen women entrepreneurs' from each zonal area was selected running both boutiques and beauty parlours in Agra city. Primary data were collected through interview schedule. Based on the nature of data and relevant information, co-efficient of correlation was used as a statistical measure. The study concluded that significant and positive correlation was found between entrepreneurial behaviour. The findings of this study will help to fresh researchers in finding new ways of sharpening indicators of entrepreneurial behaviour in their study, so that empowerment level of women entrepreneurs could increase.

■ **KEY WORDS** : Co-efficient, Entrepreneurial behaviour, Empowerment level

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Entrepreneurial behaviour of women entrepreneurs exhibits such kind of behaviour for promoting entrepreneurial performance in the entrepreneurial world. General behaviour consists of knowledge, attitude and skills. In case of entrepreneurial behaviour, women entrepreneurs have some required attributes and exhibit same required attributes for making their enterprise sustainable, survivable and successful. Mainly these attributes are; achievement motivation, risk-taking, locus of control, organisational skills, individual responsibility, knowledge of results of decision, money as a measure of results, creativity, setting objectives, self-confidence, need for independence, autonomy, energy, self-esteem, innovation, leadership, self-reliance etc. Having and exhibiting above entrepreneurial attributes, women entrepreneurs become capable in facing/confronting coming hidden challenges in the path of entrepreneurial and familial life success. Therefore, by keeping the practice of these entrepreneurial attributes of women entrepreneurs become empowered. Empowered women entrepreneurs can be easily identified in difference

of their body, mind and soul, means their way of walking and postures, intellectual performance in taking decisions and their devoteness to their enterprise and family. In the present paper correlation co-efficient was analysed between entrepreneurial behaviour and empowerment level of women entrepreneurs.

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, relevant information and calculating correlation co-efficient between entrepreneurial behaviour (achievement motivation and risk taking willingness) and levels of empowerment of women entrepreneurs like decision making, sense of personal efficacy and achievements after venturing into an enterprise. Karl Pearson's co-relation co-efficient was used as statistical measure.

Relationship between entrepreneurial behaviour and empowerment level of women entrepreneurs was studied under three heads namely; correlation co-efficient between entrepreneurial behaviour and decision making, entrepreneurial behaviour and sense of personal efficacy and entrepreneurial behaviour and achievements after venturing into an enterprise.

The values presented in Table 1 show a significant and positive correlation between entrepreneurial behaviour and decision-making of entrepreneurs. The indicators of entrepreneurial behaviour were achievement motivation ( $r = + 0.264^*$ ) and risk-taking willingness ( $r = + 0.287^*$ ). This suggests that with the increase in achievement motivation and risk-taking willingness, decision-making power among entrepreneurs also increases.

**Table 1 : Correlation co-efficient between entrepreneurial behaviour and decision making of entrepreneurs (n=60)**

Sr.No.	Entrepreneurial behaviour	Correlation co-efficient (r)
1.	Achievement motivation	+ 0.264*
2.	Risk-taking willingness	+ 0.287*

\* Indicate significance of value at P=0.05

The relationship between entrepreneurial behaviour and sense of personal efficacy of entrepreneurs was examined with Pearson's co-efficient of correlation Table 2.

**Table 2 : Correlation co-efficient between entrepreneurial behaviour and sense of personal efficacy of entrepreneurs (n=60)**

Sr.No.	Entrepreneurial behaviour	Correlation co-efficient (r)
1.	Achievement motivation	+ 0.374**
2.	Risk-taking willingness	+ 0.293*

\* and \*\* Indicate significance of value at P=0.05 and 0.01, respectively

The values presented in Table 2 highlight a significant and positive correlation between entrepreneurial behaviour and sense of personal efficacy of entrepreneurs. The indicators of entrepreneurial behaviour were achievement motivation ( $r = + 0.374^{**}$ ) and risk taking willingness ( $r = + 0.293^*$ ). This suggests that with the increase in achievement motivation and risk-taking willingness, sense of personal efficacy among entrepreneurs also increases.

Similar findings have been reported in few earlier studies also. For example, Prasad (1983) had reported a high and significant relationship between self-reliance and

achievement in the case of rice farmers.

Bandura *et al.* (1997) found that a strong sense of personal efficacy is related to better health, higher achievement and creativity and to better social integration.

Vinayagam (1998) had reported that high self-reliance was attributed to high entrepreneurship behaviour.

The relationship between entrepreneurial behaviour and achievements after venturing into an enterprise of entrepreneurs was examined with Pearson's co-efficient of correlation.

The values presented in Table 3 indicate a significant and positive correlation between entrepreneurial behaviour and achievements after venturing into an enterprise by entrepreneurs. The indicators of entrepreneurial behaviour were achievement motivation ( $r = + 0.398^{**}$ ) and risk-taking willingness ( $r = + 0.348^{**}$ ). This suggests that with the increase in achievement motivation and risk-taking willingness, achievement among entrepreneurs also increases.

**Table 3 : Correlation co-efficient between entrepreneurial behaviour and achievements after venturing into an enterprise of entrepreneurs (n=60)**

Sr.No.	Entrepreneurial behaviour	Correlation co-efficient (r)
1.	Achievement motivation	+ 0.398**
2.	Risk-taking willingness	+ 0.348**

\*\* Indicate significance of value at P=0.01

## Conclusion :

Significant and positive correlation was found between entrepreneurial behaviour and empowerment indicators namely; decision-making power, sense of personal efficacy and achievements after venturing into an enterprise. It can be summarised from the findings that women having need, exhibiting behavioural attributes, will power, desire in achieving predetermined entrepreneurial goals and bearability of risk-taking willingness, entrepreneur becomes empowered in both the role as an entrepreneur and as housewife. If a woman is sole proprietor of the enterprise, she will take all kinds of decision, have deeper sense about herself and be responsible for achievements after venturing into an enterprise that will affect their personality in all spheres of life.

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