CHAPTER - V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION
The present chapter is intended for findings, based on the interpretations of previous chapter, suggestions, focused on the findings of the present study and overall conclusion. Firstly, the findings are taken and presented from the analysis and interpretation of the data.

5.2 FINDINGS
5.2.1 Findings related to socio-demographic profile of the women entrepreneurs
- In respect of the age of the women entrepreneurs, 31-40 is the group that has the majority (36.4 percent); it is clear that the middle age group women entrepreneurs are large in number they come from the yesterday’s generation. The generation during 1980s and 1990s has met severe unemployment problems; so it is assumed their shelter was self-employment. 13.8 percent women entrepreneurs are of the least in number and they come under the category of ‘51 & above’.
- In the cased of marital status, majority women entrepreneurs (44.8 percent) are widows. So, it is vivid that entrepreneurship has been their livelihood. The married women are the minority group (5.6 percent) and they are in the least number.
- Religion is the next aspect, this has the majority of 49.6 percent, and they belong to Muslim. The least number of women entrepreneurs (3.2 percent) belong to the others such as Jains, Seth etc.
- In the case of Status of community, the 28.8 percent women entrepreneurs come from the Scheduled Caste. It is assumed that they utilize self-employment opportunities at the maximum possible extent. 10.2 percent women entrepreneurs belong to the Forward Community. They are small in number.
- As far as the Educational Status is concerned, the majority women entrepreneurs (38.6 percent) have completed their school education. As they did not have any scope towards good employment opportunities, they started their own business venture.
In the case of Experience, the 5-10 year experience of the majority women entrepreneurs (37.8 percent); and the next group viz., upto 5 years is the experience to the 37.2 percent women entrepreneurs. 25 percent of women have more than 10 years of experience in their line of business. So, it is cellar that the women entrepreneurs have adequate experience in the business.

5.2.2 Findings related to information about the firm and business of the women entrepreneurs

- In the case of hereditary of entrepreneurship, 43.6 percentage of the women entrepreneurs are the First generation entrepreneurs. The rest of the women are the second or third generation entrepreneurs.
- In the case of using any insurance for business, the majority women entrepreneurs (58.8 percent) do not avail insurance policy for their business. It shows their ignorance towards the necessity and benefit derived from the insurance. Rest of the women takes the insurance.
- In respect of the age of business firm, 37.8 percent women entrepreneurs have their firms, having 5-10 years of age. The age of the firms of 37.2 percent women entrepreneurs is Upto 5 years. 25 percent women own their firms whose age is more than 10 years.
- In the case of location of the firm, more or less half of the women entrepreneurs (49.6 percent) run their business firms in urban areas. They are followed by the women (35.8 percent) having their firms in semi urban areas and the women (14.6 percent), having the firms in rural areas.
- In respect of the ownership pattern of the firm, majority women entrepreneurs (53.6 percent) have their firms under partnership. Rest of the women (46.4 percent) have the sole proprietorship firms.
- In the matters of source of knowledge about this business, friends are the persons to the majority women (33.4 percent); 31.4 percent women entrepreneurs have the business knowledge through their parents. 22.2 percent women get the knowledge by training.
• In respect of the origin of firm, 46.2 percent women entrepreneurs have acquired their business from others. In one sense, it is safe to them because their business firms are already established. 16.8 percent women have taken their firms on lease basis. 16 percentage women have started their business firms newly and they are the real risk takers. 8.6 percent women entrepreneurs do their family business and this is very safe to them.

• In the case of area of operation of the firm, 28.8 percent women entrepreneurs do their business beyond national boundaries. Their scale of operations is large to reach the international market. 18.8 percent women perform their business activities at national level. 18.6 percent women do their business in state level. 18.2 percent women entrepreneurs play in the local market only.

5.2.3 Findings related to attitude of women entrepreneurs

• In respect of the attitude towards the ‘Thinking of positive sides of business’, the mean value (4.96) shows that the majority women entrepreneurs lie on the ‘slightly agree’. This confirms that the women mostly optimists but at the same time, they do think over the negative sides also. The standard deviation (1.292) expresses it.

• Towards the ‘ Crossing up tough times of business’, anyone can understand from the mean value (5.19) that the women entrepreneurs agree with it slightly. This depicts that hope of the women entrepreneurs. But the standard deviation (1.184) shows the opposite the view of the women.

• In the matter of ‘ doing business in better way’, from the mean value (5.31), it is clear that the majority women entrepreneurs agreed with it slightly. This shows their positive views towards this. However, it is not the case of all women entrepreneurs. The value of standard deviation (1.263) shows the other side of the opinion of them.

• In the case of ‘ recommendation to others’, the mean value shows that the majority women entrepreneurs agree with it slightly. (Mean value 5.36). So, the women entrepreneurs are willing to recommend their business to others. This shows their hopefulness and self-confidence of them. The value of standard deviation (1.342) shows that opposite side of the women entrepreneurs in this regard.
In respect of the attitude towards the ‘Favorability of the LPG’, the majority women entrepreneurs agree with it and they are hope in this regard. (mean value 5.26) The standard deviation i.e., 1.239 explains the negative side of this attitude of the women entrepreneurs but they are small in number.

Towards the ‘Involvement in business’, the mean value (5.14) shows that the women entrepreneurs have depicted their maximum involvement in their business. Majority of the women accept it slightly. The standard deviation (1.213) negates this view.

In the matter of ‘Being recognized’, the women entrepreneurs agree with it slightly so that the mean value (5.02) confirms it. This shows that the women entrepreneurs are recognized. The standard deviation (1.100) is the symbol of the opposite view.

In the matter of ‘leadership skill’, the mean value (5.02) shows that the women entrepreneurs agreed with it slightly. 1.303

In respect of the attitude towards the ‘moral support’, the mean value (5.05) shows that the majority women entrepreneurs accept it slightly. The standard deviation (1.200) proves the existence of negative view in respect of this.

Towards the ‘dual role’ of the women entrepreneurs’ viz., family woman and business woman, majority women agree with it slightly (mean value 5.12). But, the standard deviation (1.222) shows the other side of the view in this regard.

In respect of the attitude towards the ‘prediction of changes in business’, the mean value (5.21) indicates that the majority women are agreeing with the dual commitments in their life. At the same time, the standard deviation (1.134) negates this view.

In the matter of ‘adjustment with changes’, the mean value confirms that the women agree with it and it shows the adaptability in the daily life. From the mean value (5.17), it is confirmed; but, the value of standard deviation (1.190) does not accept it.
• There is no significant relationship between the mean score of age of the women entrepreneurs and attitudes of the women entrepreneurs. (Except ‘Recommendation to others’). The main reason for this acceptance of the null hypothesis is that the women entrepreneurs have distinct mental outlook and practical thinking over the necessity for the entrepreneurship. The age does not take an important role in this regard. As the age increase, their mental maturity also enhances. Therefore, the result has come in this regard. But at the same time, in the case of ‘Recommendation to others’, the age of the women entrepreneurs induce them to recommend this business to others.

• There is no significant relationship between the mean score of marital status of the women entrepreneurs and attitudes of the women entrepreneurs. The marital status decides their financial condition and livelihood status so that they demand the entrepreneurship process. At the same time, the women who do not have successful marital status have to search economic independence so that they decide it on their own legs.

• There is no significant relationship between the mean score of religion of the women entrepreneurs and attitudes of the women entrepreneurs. The main reason for this is that the women entrepreneurs do their entrepreneurial status for their own standing and livelihood. Whatever may be the religion, it is immaterial to them; their economic condition induces them to undertake any entrepreneurial venture.

• There is no significant relationship between the mean score of status of community of the women entrepreneurs and attitudes of the women entrepreneurs. (Except ‘Recommendation to others’). This is because of the reason that the women entrepreneurs from different communities have to do business activities for their economic needs. Therefore, they decide to do the business of their own irrespective of their status of their community. But in the case of ‘Recommendation to others’, women from the specific communities either recommend or refuse.
• There is no significant relationship between the mean score of educational status of the women entrepreneurs and attitudes of the women entrepreneurs. (Except ‘Recommendation to others’). Major reason for this is that the women entrepreneurs with low educational qualification or higher qualification desire the entrepreneurship activities. The educational status does not give any good financial position so that they decide their business in their own lines. But, at the same time, the women entrepreneurs with specific educational qualifications refuse to recommend their business to others.

• There is no significant relationship between the mean score of experience of the women entrepreneurs and attitudes of the women entrepreneurs. Because, the women entrepreneurs with lesser of more business experience deal with their business. Their experience does not influence their business.

• There is significant difference between mean ranks of attitudes of the women entrepreneurs. Out of the twelve attitudes of women entrepreneurs’ variables, the ‘recommendation to others’ has the highest rank (7.30). So, the attitudes of women entrepreneurs are influenced by ‘recommendation to others’. This is because the women entrepreneurs indeed wish to recommend their business to others. This attitude confirms that they are successful in their line of business.

• The dimension “attitudes of women entrepreneurs” comprises 12 statements. Out of twelve statements, two statements contribute more towards the attitudes of the women entrepreneurs. The statements are (1) Recommendation to others and (2) Leadership skill. The main reason for this is that the women entrepreneurs wish to recommend their business to others and they have effective leadership in their business.

• ‘Thinking of positive sides of my business’ is contributing more towards attitudes of women entrepreneurs. Main reason for this is that the attitude of the women entrepreneurs is positive. Their optimistic view towards their business brings such results.
The attitude of women entrepreneurs in respect of “Moral support” contributes more towards the output of overall satisfaction of the women entrepreneurs. Main cause for this contribution is that the women entrepreneurs are expecting moral support from their family. If the family support is extended to them, they feel relaxation.

5.2.4 Findings related to status of women entrepreneurs

- In respect of the Position in the business, majority women entrepreneurs agree with it. The mean value (4.43) confirms it. They act as the sole authority to take business decisions. However, they are not full confident in it. They agree with the statement slightly not strongly. Therefore, it is clear that the women entrepreneurs sometimes compromise in this regard. The standard deviation (1.472) confirms it.

- In the case of Safety position in business, the women entrepreneurs accept it slightly (mean value = 4.75). This implies that they feel safety to some extent only. As any business can be free from risk, the women entrepreneurs cannot be sure in this regard. The standard deviation (1.463) shows the negative view of the attitude.

- Towards the Financial status of business, the mean value i.e., 5.22 shows that the majority women entrepreneurs agree with it slightly. It implies that the financial status of the business is strong. But, it is not sure to continue this forever, so they cannot accept it strongly. The standard deviation (1.445) shows the deviation from this attitude of the women entrepreneurs.

- In respect of the Preference due to Gender, the women entrepreneurs agree with it slightly. The mean value (5.15) shows that they enjoy the preference arising from the feminine gender, but the standard deviation (1.420) shows the other side of the opinion.

- Towards the Higher status among others, the majority women entrepreneurs fell that they enjoy it from their business. The mean value (4.87) shows it. It implies that the women can attain status from their business venture. From the value of the standard deviation (1.398), it is cellar that this is not the opinion of all the women entrepreneurs.
• In respect of the Independent status, the mean value i.e., 4.68, shows that the women entrepreneurs feel the independent status to some extent only. Most of the women agree with it slightly. From the value of standard deviation, (1.469), it is clear that a particular number of women do not agree with it. It shows the practical side of the women entrepreneurs.

• In respect of the Dominating competitors, the women entrepreneurs show their acceptance with some extent (slightly agree) towards the domination of the competitors. The mean value i.e., 4.72 confirms that they do not agree with it at maximum possible extent. The practical situation prevails in such a way that they cannot be free from the domination of the competitors. The standard deviation 1.449 shows the opposite view in this regard.

• In the case of Decisive Role, it is shown a slight agreement with this aspect by the women entrepreneurs (mean value 5.02). It ensures that the most of the women enjoy the decisive role in their business. But, their role in this regard is not accepted by the most of the women strongly. Practically speaking, the family of the women might enter into business. From the standard deviation (1.435), anyone can understand it.

• Towards the Negotiations with labour unions, it is shown that most of the women agree with it slightly (mean value 5.00). It is the necessity to make such negotiations with the labour unions. But, the standard deviation (1.377) shows the next side of the agreement.

• In respect of the Interaction with government officials, it is also an inevitable one. Most of the women entrepreneurs accept it slightly, (Mean value 5.06). It implies that the women have to approach the government officials for their business purpose. The standard deviation i.e., 1.429 shows the opposite view towards this.

• In the matter of Degree of control over the Business, most of the women entrepreneurs have disclosed their degree of agreement at limited level (slightly agree). The mean value i.e., 5.08 shows it clearly. It implies that they have almost entire control over their business. However, it is not the opinion of all the women entrepreneurs. The value of standard deviation (1.309) confirms it.
In the case of achieving business goals, majority women entrepreneurs expressed their degree of acceptability in the form of ‘slightly agreed’. The man value i.e., 4.82 confirms it. The standard deviation (1.409) shows its other side of the opinion.

In respect of the Possibility to maintain business secrecy, most of the women entrepreneurs show their slight agreement with the statement (mean value 5.01). It implies that some women are not accepting it. The standard deviation (1.432) shows it.

Towards the Use of latest information/communication technology, the mean value (5.11) shows that the majority women entrepreneurs agree with it slightly. It shows their inability to use the latest technology in their business. The reasons for this are manifold in nature such as financial problems, lack of knowledge, absence of sufficient provisions etc. The standard deviation i.e., 1.362 shows the opposite view in this regard.

In respect of the Ability to Prepare Project Report, the mean value i.e., 5.31 shows that the majority women entrepreneurs can prepare the project report so that they accept it. But, majority of them cannot accept it strongly. This implies that they are not confident in this regard. The standard deviation (1.378) shows the other side of the aspect.

In the case of Time management, the majority women entrepreneurs agree with it slightly. The mean value i.e., 5.28 shows it. It implies that not all the women entrepreneurs can manage time properly always. At the same time, the standard deviation (1.306) shows the opposite deviation.

In respect of the Transfer of my family responsibilities, the mean value (5.08) shows that the majority women entrepreneurs agree with it slightly. The value of standard deviation (1.377) shows the other side of the view.

There is no significant relationship between the mean score of age of the women entrepreneurs and status of women entrepreneurs. (Except Financial status of business and higher status among others). The main reason for this is that the age of
the women entrepreneurs does not determine their status in their business. The status is determined on the basis of their performance, role, success etc. But, in the two selected cases viz., financial status of business and higher status among others, the aged women can enjoy their higher status. So, the null hypothesis is rejected in these two cases.

- There is no significant relationship between the mean score of marital status of the women entrepreneurs and status of women entrepreneurs. The status is not decided by the marital status in their business. The status of the business depends on their success factors such as profit, sales volume, operating revenue, market share etc. So, the null hypothesis is accepted.

- There is no significant relationship between the mean score of religion of the women entrepreneurs and status of women entrepreneurs. (Except Higher status among others, Independent status, Position in the business and achieving business goals). It implies that the status in the business is not connected with the religion. But, in the selected cases viz., higher status among others, Independent status, Position in the business and Achieving business goals, significant relationship is proved. This is mainly due to some religions are related to their business.

- There is no significant relationship between the mean score of Status of community of the women entrepreneurs and status of women entrepreneurs. (Except Position in the business, Safety position in business, higher status among others, Dominating my competitors, Independent status and Possibility to maintain business secrecy). The main reason for this result is that the status of the community of the women entrepreneurs does not take any role in this regard. It implies that the women from various communities do their business independently. But, in some cases viz., Position in the business, Safety position in business, higher status among others, dominating my competitors, Independent status and Possibility to maintain business secrecy, some particular communities dominate their business. Some businesses are done by some particular community people particularly. So, the result has come like this.
There is no significant relationship between the mean score of educational Status of the women entrepreneurs and status of women entrepreneurs. (Except Financial status of business and Interaction with government officials). This implies that the educational qualification does not take a significant role in determining the status of the women entrepreneurs. This mainly due to the reason that the women entrepreneurs do not possess technical qualification. So, their educational status cannot decide their success and status of the women in their line of business. On the other hand, some women entrepreneurs are exceptions to this general rule. In the two cases viz., financial status of business and Interaction with government officials the educational qualifications take a role in deciding the status of the women. This is mainly due to the reason that some women entrepreneurs may have technical qualification or use their educational qualification in their business.

There is no significant relationship between the mean score of experience of the women entrepreneurs and status of women entrepreneurs. (Except Financial status of business and higher status among others). The main cause for this is that the women entrepreneurs get higher status irrespective of their previous business experience. But, in the two particular cases viz., Financial status of business and Higher status among others the experience is very useful them to attain their higher status in their business. So, a significant relationship is proved in the selected cases only.

There is significant difference between mean ranks towards the women entrepreneurs and status of women entrepreneurs. Out of the twelve variables related to status of women entrepreneurs, the “Ability to Prepare Project Report” has the highest rank (10.36). So, that status of women entrepreneurs is influenced by Ability to Prepare Project Report. Main reason for this is that the women entrepreneurs prepare the project report, based on their own knowledge, technical know-how and experience. This ensures their self-confidence and status of the women entrepreneurs. So, the particular variable i.e., Ability to Prepare Project Report has been ranked high.
The dimension “Status of women entrepreneurs” comprises 17 statements. Out of seventeen statements, four statements contribute more towards status of the women entrepreneurs. The statements are (1) Financial status of business (2) Dominating my competitors (3) Ability to Prepare Project Report (4) Degree of control over my Business. Main reason for this is the three variables are very important and crucial in any business. The women entrepreneurs are active in these aspects and their performance is very effective so that the result is like that.

The “Position in the business, Time management” are contributing more towards status of women entrepreneurs. Main reasons for this are the successful position of the women entrepreneurs. As the time management is the basic reason for their success in their line of business, these two variables have contributed very much.

The status of women entrepreneurs in respect of “Negotiations with labour unions” and it has contributed more towards the output of overall satisfaction of the women entrepreneurs. Main reason for this is that the successful negotiations with the trade unions make the smooth running of the business. So, it leads to overall satisfaction to the women entrepreneurs.

5.2.5 Findings related to scope of women entrepreneurs

In respect of the Market Leader, the women entrepreneurs agree with it slightly (mean value 5.34). They have hoped to become the market leader. This shows their positive side of the attitude of the women. But, the value of standard deviation (1.464) shows the other side of the view. A certain number of women do not have the scope.

In the matter of the Towards the Possibility for extension of market, the women entrepreneurs agreed with it slightly. The mean value i.e., 5.27 shows it. It implies that the women have faith to extend the market in the near future. The standard deviation (1.330), on the other hand, shows its negative aspect.

Increase of profit margin is the hope to the majority women entrepreneurs. They have agreed with it slightly. The mean value (5.25) shows it. The standard deviation (1.309) explains the negative side of it.
In respect of the Favorable government policy, majority women entrepreneurs agreed with it and the mean value (5.19) shows it. This implies that they have faith on the governmental policy. The standard deviation (1.390) shows the negative side of the women entrepreneurs.

Towards the Entering into online trading, the women entrepreneurs in large number agree with it slightly. It implies they are willing to adapt it. But, their willingness is not full- fledged. This means that they do not have full faith on the online trading. The mean value (5.09) depicts it. But, the standard deviation (1.471) shows the opposite view towards this.

In respect of the Extension of scale of operations, most of the women entrepreneurs agree with it (5.14). Their intention is disclosed by the mean value. On the other hand, the standard deviation (1.335) tells the other angle of this view.

In the matter of the Scope for Innovation, the mean value lies as 5.15. It indicates that most of the women entrepreneurs are willing to innovate new things in their business. Their extent of agreement with this is limited viz., agreed slightly. The standard deviation (1.427) i.e., shows the opposite view of the women.

Towards the Life style change, the mean value (5.16) shows that the women entrepreneurs agree with it slightly. From their opinion, it is clear that the life style has changed due to their successful entrepreneurship. But, the value of the standard deviation (1.439) does not accept this view.

There is no significant relationship between the mean score of age of the women entrepreneurs and scope of women entrepreneurs. This implies that the age does not play any role on the scope of the women entrepreneurs. This is due to that the women from all the age groups have the hope towards their business.

There is no significant relationship between the mean score of marital status of the women entrepreneurs and scope of women entrepreneurs. (Expect Market Leader and Possibility for extension of market). This implies that the most of the
women entrepreneurs with different marital status have the scope on their business. But in the two cases viz., Market Leader and Possibility for extension of market, the marital status takes a significant role. Married and unmarried women have the hope towards their business.

- There is no significant relationship between the mean score of religion of the women entrepreneurs and scope of women entrepreneurs. The major reason for this is that the women entrepreneurs from all religions have the hope on the business in the particular two cases.

- There is no significant relationship between the mean score of Status of community of the women entrepreneurs and scope of women entrepreneurs. (Except Market Leader, Possibility for extension of market, entering into online trading and Scope for Innovation). This implies that the women entrepreneurs have the scope irrespective of the community. In other words, the women entrepreneurs from different communities hope towards the business in future. But, in the two cases, viz., Market Leader, Possibility for extension of market, Entering into online trading and Scope for Innovation, the hope of the women depends on the particular community.

- There is no significant relationship between the mean score of educational Status of the women entrepreneurs and scope of women entrepreneurs. This implies that the women entrepreneurs whether they posses lower level of educational qualifications or higher level, have the hope towards their business. Their educational qualification does not take significant role on this scope.

- There is no significant relationship between the mean score of experience of the women entrepreneurs and scope of women entrepreneurs. (Except Market Leader and Extension of scale of operations). This is because of the reason that the experienced and un-experienced women entrepreneurs have the hope on their business and its future.

- There is significant difference between mean ranks towards the women entrepreneurs and scope of women entrepreneurs. Out of the eight variables related to status of women entrepreneurs, the “market leader” has the highest rank
(4.77). So, scope of women entrepreneurs is influenced by the hope on the market leader. This is because the women entrepreneurs have the hope to become the market leader in future. Therefore, this variable has the highest rank.

- The dimension “Scope of women entrepreneurs” comprises 17 statements. Out of the seventeen statements, four statements contribute more towards scope of the women entrepreneurs. The statements are (1) Extension of scale of operations (2) Possibility for extension of market. The main reason for this is that the women entrepreneurs are willing to extend their scale of operations and it will lead to extension of market. Therefore, this faith of the women entrepreneurs contributes considerably.

- The “Position in the business and Time management” are important independent variables. These variables are contributing more towards scope of women entrepreneurs. The position of business of the women is safe and profitable one so that they have positive view towards the future of business. Likewise, they are keen in time management and they are successful in the time management. So, these two variables are contributing to the scope of the women entrepreneurs very much.

- The scope of women entrepreneurs in respect of “Increase of profit margin” contributes more towards the output of overall satisfaction of the women entrepreneurs. Main reason for this is vivid because the increase of profit margin brings them in a secured position in their busyness. This leads to them more satisfied so that the factor contributes more to the overall satisfaction.

5.2.6 Findings related to entrepreneurial motivational forces

- In the case of Family members’ support, the women entrepreneurs agree with it slightly and the mean value (5.29) confirms it. It is one of the essential requirements to all the women entrepreneurs. So, they agree with the variable. At the same time, the standard deviation (1.234) shows its opposite view.
• In the case of Family background, the women entrepreneurs agree with it slightly. The women entrepreneurs expect amicable and supportive family background so that they agree with it. The mean value (5.15) confirms it. But at the same time, the standard deviation (1.413) expresses the other side of the view.

• Towards the Financial necessity of family, the mean value (5.25) confirms that the women entrepreneurs agree with it slightly. This is because the women felt the financial necessity to do any business. So, in their view, the financial necessity is the motivating force. The value of standard deviation (1.329) shows its negative aspect.

• In the case of educational qualification, the women entrepreneurs agree with it slightly (mean value 4.99). It implies that the women are motivated by the educational qualification. However, the standard deviation (1.3900) shows the other side of the view.

• In the case of the previous experience in the business, the women entrepreneurs agree with it slightly (mean value 5.02). It implies that the previous business experience is useful them to manage the busyness effectively. But, as per the standard deviation (1.495), it is not the view of all the women entrepreneurs.

• In the case of Economic independence, the women entrepreneurs agree with it slightly. The mean value (5.12) shows it. It is the demand by the women in these days. Therefore, it is one of the important motivating forces among the women entrepreneurs. The standard deviation (1.475) depicts the other view of this factor.

• Towards the Success stories of other entrepreneurs, the women entrepreneurs agree with it slightly. The women are motivated by the success stories of other entrepreneurs. The mean value (5.19) shows it. As per the standard deviation (1.473), it is clear that not all the women entrepreneurs have such motivation.

• In the case of self-confidence, the women entrepreneurs agree with it slightly (mean value 5.14). It is an essential requirement and it is an inner feeling. It is motivated by the most of the women entrepreneurs. The standard deviation (1.445) shows the opposite view in this regard.
• Aspiration to be a job provider is the different motivating force. The women entrepreneurs agree with it slightly (mean value 5.17). Majority of the women want to be the job providers. This wish is reflected in the mean value. Nevertheless, the standard deviation (1.414) shows the other side of the view. Some of the entrepreneurs do not agree with this motivating force.

• In the case of Interest on achievement, the women entrepreneurs agree with it slightly (mean value 5.02). They wish to achieve anything in their business life. So, they agree with it. At the same time, the value of the standard deviation (1.390) indicates the departure from the mean value. It implies that some entrepreneurs do not accept it.

• In the case of Enthusiasm to take risk, the women entrepreneurs agree with it slightly (mean value 5.29). It implies that the women have enthusiasm to do entrepreneurial venture. Therefore, they disclosed their view in this regard. The value of standard deviation (1.234) shows the other side of the view.

• Towards the Interest to be equal to men, the women entrepreneurs agree with it slightly. From the mean value (5.15), it is clear that the women have possessed Interest to be equal to men so that they are naturally motivated. But, the standard deviation (1.413) does not have coincidence with this view.

• There is no significant relationship between the mean score of age of the women entrepreneurs and entrepreneurial motivational forces. (Expect My previous experience in the business, Economic independence, Self-confidence, Interest on achievement and Enthusiasm to take risk). The main reason for this is all the women entrepreneurs are motivated irrespective of the age. The age does not take any active role in these cases. However, in the following cases viz., My previous experience in the business, Economic independence, Self-confidence, Interest on achievement and Enthusiasm to take risk, women with different age groups have specific motivational forces. Therefore, there is significant relationship.
There is no significant relationship between the mean score of marital status of the women entrepreneurs and entrepreneurial motivational forces. The major reason for this is that the women entrepreneurs have been motivated irrespective of their marital status.

There is no significant relationship between the mean score of religion of the women entrepreneurs and entrepreneurial motivational forces. (Expect Interest to be equal to men). The women from various religions are motivated so that there is absence of the significant relationship in these cases. But, Interest to be equal to men is the factor that has significant relationship with the motivational forces. Because, the women who come from some religions are highly motivated.

There is no significant relationship between the mean score of Status of community of the women entrepreneurs and entrepreneurial motivational forces. (Except Success stories of other entrepreneurs, Self-confidence and Aspiration to be a job provider). Main reasons for this is that the motivated women fall under all the communities. In other words, they are motivated irrespective of their community. But, in some peculiar cases, viz., Success stories of other entrepreneurs, Self-confidence and Aspiration to be a job provider, the women entrepreneurs are motivated on the basis of communities.

There is no significant relationship between the mean score of educational Status of the women entrepreneurs and entrepreneurial motivational forces. (Expect Family background). The main reason for this is that the women, having low or high level of educational qualification are motivated simultaneously. But, in the case of Family background, the educated or less educated women are motivated. So, there exists significant relationship.

There is no significant relationship between the mean score of experience of the women entrepreneurs and entrepreneurial motivational forces. (Except My previous experience in the business, Economic independence, Self-confidence, Interest on achievement and Enthusiasm to take risk). The main reason for this
that the women entrepreneurs, having experience of no experience, are equally motivated. So there is no significant relationship. But in some specific cases viz., my previous experience in the business, Economic independence, Self-confidence, Interest on achievement and Enthusiasm to take risk, the women are motivated to some extent on the basis of their education.

- There is significant difference between mean ranks towards the women entrepreneurs and entrepreneurial motivational forces. Out of the eight variables related to the entrepreneurial motivational forces, the “Interest to be equal to men” has the highest rank (7.08). So, the entrepreneurial motivational force is influenced by Interest to be equal to men. The main reason for this is that the women entrepreneurs have strong desire to be equal to men, So, it is highly ranked by them.

- The “entrepreneurial motivational forces” comprises 12 statements. Out of twelve statements, four statements contribute more towards women entrepreneurs. The statements are (1) My previous experience in the business (2) Family background (3) Aspiration to be a job provider (4) Interest on achievement.

- The “Position in the business and Time management” are contributing more towards entrepreneurial motivational forces. The major reason for this is that the two variables are very important to the women entrepreneurs.

- The entrepreneurial motivational force viz., “Increase of profit margin” contributes more to the overall satisfaction of the women entrepreneurs. Main reason for this is that the profit margin is their sole aim in their business and it is a pre-requisite to the women to be in the business. So, it has contributed a lot to the overall satisfaction of the women entrepreneurs.

5.2.7 Findings related to problems faced by the women entrepreneurs

- In respect of the Raising capital and Finance, most of the women entrepreneurs agree with it slightly as the major problem. The mean value 5.05 confirms it. The women cannot raise capital easily. But, the standard deviation (1.390) shows that all the women do not perceive it as a problem.
In the case of Rate of Interest on Loan, most of the women entrepreneurs agree with it slightly. The mean value (5.15) shows it clearly. The rate of interest is a crucial factor to them and it reduces their profit margin. The value of standard deviation i.e., 1.298 shows the other side of the view.

Towards the Terms and conditions of Bank, most of the women entrepreneurs agree with it slightly. The mean value (5.29) depicts this fact. It is a practical fact that the terms and conditions are always strict. The value of standard deviation (1.385) shows the other side of the view.

In respect of the Impossible to Surety for loan, most of the women entrepreneurs agree with it slightly (mean value 5.10). This problem arises at the time of asking loans from the bank. As per the value of standard deviation (1.554), it is not like that to some women entrepreneurs.

As far as the Short Repayment period is concerned with, most of the women entrepreneurs agree with it slightly. (Mean value 5.00). The problem makes the women to repay the loan within a short period. But, the standard deviation standard deviation (1.502) does not agree with the mean value.

In the matter of fact, the Working Capital requirement is the problem to the women entrepreneurs. Most of the women entrepreneurs agree with it slightly. (Mean value 5.09). On the other hand, the standard deviation (1.436) shows the other side of the view.

In the case of Low Profit Margin, most of the women entrepreneurs agree with it slightly. (Mean value 5.13). The women entrepreneurs have to fix low profit margin due to heavy competition. The standard deviation (1.317) shows the other side of the view.

In respect of the Lack of raw materials, most of the women entrepreneurs agree with it slightly. From the mean value (5.35), anyone can understand it. At the same time, the value of standard deviation (1.249) has shown the opposite view.
• Towards the Utilization of capacity, most of the women entrepreneurs agree with it slightly. The mean value (5.25) confirms it. The standard deviation 1.250 shows the other side of the view.

• As far as the Old Technology is concerned with, most of the women entrepreneurs agree with it slightly. (Mean value 5.04). The women entrepreneurs run their business firm with old technology. The value for the standard deviation (1.342) shows the other side of the concept.

• In the case of less demand of the goods in the market, most of the women entrepreneurs agree with it slightly as a problem. The mean value (5.32) shows the perception of the women in this regard. The standard deviation (1.275) shows the other side of the view.

• In the case of Credit sales, most of the women entrepreneurs agree with it slightly. The mean value (5.20) confirms it clearly. The standard deviation (1.422) shows the other side of the view.

• In respect of the Present price level of product, most of the women entrepreneurs agree with it slightly. (Mean value 4.90). However, the price level is not under the control of the women entrepreneurs. The value of standard deviation (1.528) shows the opposite view.

• Towards the Competitors’ movement, most of the women entrepreneurs agree with it slightly. From the mean value (5.04), it is clear that the women suffer from the competition. The value of standard deviation (1.416) shows the negative view.

• In respect of the Own means of Transport (lorry, truck etc.,) most of the women entrepreneurs agree with it slightly (mean value 5.10). As this facility requires heavy fixed capital, the women cannot arrange it easily. The standard deviation (1.489) shows the other side of the view.

• In the case of Own Godown/warehouse, most of the women entrepreneurs agree with it slightly (mean value 5.05). This also demand heavy amount so that the women cannot own the Godown/warehouse. The value of standard deviation (1.442) does not agree with this view.
• In the case of Return of dead stock after expiry period by shopkeepers, most of the women entrepreneurs agree with it slightly. (Mean value 5.14). The standard deviation (1.385) shows the other side of the view.

• Towards the High labour cost, most of the women entrepreneurs agree with it slightly. The mean value (5.13), the standard deviation (1.368) explains the opposite view in this regard.

• In respect of the Unfavorable attitude of the staff most of the women entrepreneurs agree with it slightly. The mean value i.e., 5.28 shows it. But at the same time, the standard deviation (1.271) does not coincide with this view.

• In the case of Lack of information about the training programmes, most of the women entrepreneurs agree with it slightly (mean value 5.28). The value of standard deviation (1.241) shows the other side of the view.

• In respect of the Health problems, most of the women entrepreneurs neither agree nor disagree with it (mean value 4.96). This states that the women entrepreneurs do not think over their heal problem. But, the standard deviation (1.292) shows its other side of the view.

• There is no significant relationship between the mean score of age of the women entrepreneurs and problems faced by the women entrepreneurs. (Expect Low Profit Margin, Utilization of capacity and Credit sales). This implies that the women entrepreneurs of different age groups face the problems invariably. In other words, they suffer from the problems irrespective of their age group. But, in the case of Low Profit Margin, Utilization of capacity and Credit sales the age takes a decisive role.

• There is no significant relationship between the mean score of marital status of the women entrepreneurs and problems faced by the women entrepreneurs. (Expect Rate of Interest on Loan, Impossible to Surety for loan and Own Go down/warehouse). The main reason for this the the women entrepreneurs from all the segments suffer from the problems. No the marital status takes any role in this
regard. But, in some selected cases viz., Rate of Interest on Loan, Impossible to Surety for loan and Own Go down/warehouse, the women entrepreneurs with particular age groups are affected by the problems. The result indicates this fact.

- There is no significant relationship between the mean score of religion of the women entrepreneurs and problems faced by the women entrepreneurs. (Expect Impossible to Surety for loan). The reason for this result is that the most of the women entrepreneurs belonging to various religions are affected by the problems. Their religion does not take any role in this regard. However, this fact is not applicable in the following cases: Impossible to Surety for loan. In these two cases, the women entrepreneurs are affected by the problems and their religion takes an important role in this regard.

- There is no significant relationship between the mean score of Status of community of the women entrepreneurs and problems faced by the women entrepreneurs. (Except Raising capital and Finance, Impossible to Surety for loan, Working Capital requirement, Low Profit Margin, Lack of raw materials, Utilization of capacity, Old Technology, Present price level of product, Return of dead stock after expiry period by shopkeepers and High labour cost). The main reason for this result is that the women entrepreneurs, belonging to different communities are affected by these problems simultaneously. On the other hand, some of them (or a large number of them), belonging to some particular communities are affected by the problems in these cases. Raising capital and Finance, Impossible to Surety for loan, Working Capital requirement, Low Profit Margin, Lack of raw materials, Utilization of capacity, Old Technology, Present price level of product, Return of dead stock after expiry period by shopkeepers and High labour cost

- There is no significant relationship between the mean score of educational Status of the women entrepreneurs and problems faced by the women entrepreneurs. (Expect Low Profit Margin, Credit sales and present price level of product). The
reason for this result is that the women entrepreneurs with low educational qualification or higher qualifications are affected by the problems. Here, their educational status does not make any impact on this result. But, in some cases viz., Low Profit Margin, Credit sales and present price level of product, the highly educated or low level educated women are affected particularly.

- There is no significant relationship between the mean score of experience of the women entrepreneurs and problems faced by the women entrepreneurs. (Except Short Repayment period, Working Capital requirement, Low Profit Margin, Credit sales, Present price level of product, Own Go down/warehouse and Return of dead stock after expiry period by shopkeepers). This implies that the problems affect the women irrespective of their experience. On the other hand, the women entrepreneurs, having particular length of experience are affected due to these problems. So, significant relationship exists in this regard.

- There is significant difference between mean ranks towards the women entrepreneurs and problems faced by the women entrepreneurs. Out of the twenty one problems faced by the women entrepreneurs the problem viz., “Terms and conditions of Bank” has the highest rank (11.76). So, the women entrepreneurs are influenced by Terms and conditions of Bank. Main reason for this is that the terms and conditions, imposed by the bank are very heavy and the women cannot adjust with them.

- The dimension “problems faced by the women entrepreneurs” comprises 21 statements. Out of the twenty one statements, eight statements contribute more towards women entrepreneurs. The statements are (1) Working Capital requirement (2) Unfavorable attitude of the staff (3) Rate of Interest on Loan (4) Competitors’ movement (5) Impossible to Surety for loan (6) Credit sales (7) Lack of information about the training programmes (8) Health problems. The major reason for this is that these problems are very common and these affect the business directly.
• The “Raising capital and Finance, High labour cost” are contributing more towards problems faced by the women entrepreneurs. The two problems are related to operational efficiency of a business. If capital is not generated for the business, the day to day operations will be affected seriously. Likewise, when the labour cost increases it will reduce the profit of the business. So, these two factors cause for business problems.

• The problems faced by the women entrepreneurs especially the factor “Health problems” contribute more towards the output of overall satisfaction of the women entrepreneurs. Main reason for this is that the awareness of the women entrepreneurs towards the health problems has increased considerably.

5.2.8 Findings related to Effective performance of the women entrepreneurs

• In respect of the Profit margin, most of the women entrepreneurs agree with it slightly (mean value 5.19). In their opinion, the profit margin is the test of effective performance of the business. But at the same time, the standard deviation (1.184) shows the opposite view towards this.

• In the case of financial conditions of the firm, most of the women entrepreneurs agree with it slightly and the mean value i.e., 5.31 confirms it. As the financial condition of the business is essential thing so their opinion is with slight agreement. But, the standard deviation (1.263) does not coincide with this and this shows the existence of the opposite view towards this.

• In respect of the Banker’s support, (mean value 5.36) most of the women entrepreneurs agree with it slightly. It is clear that the women need banker’s support for financial assistance. The value of the standard deviation (1.342) shows the other side of the view of the women entrepreneurs.

• In respect of the Market conditions of the product, most of the women entrepreneurs agree with it slightly. The mean value (5.26) confirms it. The standard deviation (1.239) shows the existence of the opposite view.
• In the case of Performance of Labour, most of the women entrepreneurs expect it so that they agree with it slightly (mean value 5.14). From the value of standard deviation i.e., 1.213, some women entrepreneurs do not agree with this cellar.

• In the case of present price level of product, most of the women entrepreneurs agree with it slightly (mean value 5.02). It is an important expectation of the women is the fair price to the products. So, value of standard deviation (1.100) shows its other side of the view.

• In respect of the Advertising pattern, it is very essential thing. Most of the women entrepreneurs agree with it slightly and the mean value i.e., 5.02 shows it. But at the same time, the standard deviation (1.303) shows the non-agreement with this view.

• Towards the bonus to employees, the mean value (5.05) shows that most of the women entrepreneurs agree with it slightly. It is a commitment on the part of the women entrepreneurs. So, they agree it. At the same time, some entrepreneurs take opposite view regarding this view. (Standard deviation 1.200).

• There is no significant relationship between the mean score of age of the women entrepreneurs and effective performance of the women entrepreneurs. (Expect Banker’s support). Main reason for this is that the women entrepreneurs of different age groups perceive towards the effective performance of their business. But, in the case of baker’s support, particular groups of the women have peculiar perception towards the effective business performance. The result indicates it.

• There is no significant relationship between the mean score of marital status of the women entrepreneurs and effective performance of the women entrepreneurs. Main reason for the result is that all the categories of women entrepreneurs have performed well irrespective of their marital status.

• There is no significant relationship between the mean score of religion of the women entrepreneurs and effective performance of the women entrepreneurs. The reason for this is that the women from various religion have performed well in their business. Their religion does not play an active role in this regard.
• There is no significant relationship between the mean score of Status of community of the women entrepreneurs and effective performance of the women entrepreneurs. (Except Banker’s support). The main reason for this is that most of the women entrepreneurs from different communities have done well in their business. So, the result reveals the non-existence of significant relationship. But, in the exceptional case viz., Banker’s support, the women entrepreneurs belonging to some particular communities do not have effective performance.

• There is no significant relationship between the mean score of educational Status of the women entrepreneurs and effective performance of the women entrepreneurs. (Expect Banker’s support). Major reason for this is that the women entrepreneurs, having low level or higher level educational qualification have performed well in the business venture. Therefore, the result shows this fact. But at the same time, some women entrepreneurs have alternative view towards his so that the There is significant relationship between the mean score of educational Status of the women entrepreneurs and effective performance of the women entrepreneurs particularly in the case of Banker’s support only.

• There is no significant relationship between the mean score of experience of the women entrepreneurs and effective performance of the women entrepreneurs. This implies that the women entrepreneurs of different categories of experience have performed well in their business. So, the result indicates the non-existence of the significant relationship between the mean score of experience of the women entrepreneurs and effective performance of the women entrepreneurs.

• There is significant difference between mean ranks towards the women entrepreneurs and effective performance of the women entrepreneurs. Out of the eight effective performance of the women entrepreneurs variables, the “Banker’s support” has the highest rank (4.99). So, that effective performance of the women entrepreneurs is influenced by Banker’s support. Main reason for this is that the women entrepreneurs depend on the banker’s support for their financial requirements. So, the result indicates it.
The dimension “effective performance of the women entrepreneurs” comprises 8 statements. Out of eight statements, two statements contribute more towards women entrepreneurs. The statements are (1) Banker’s support (2) Present price level of product. Main reason for this is that the two factors are very essential for success and survival of the women entrepreneurs.

The dimension “effective performance of the women entrepreneurs in respect of “Market conditions of the product” contribute more towards the output of overall satisfaction of the women entrepreneurs. The is due to the fact that the women entrepreneurs expect good market conditions to sale their products as early as possible.

5.2.10 Findings related to satisfaction of the women entrepreneurs

- In respect of the Rate of return on investment, most of the women entrepreneurs agree with it slightly (mean value 4.98). The rate of return is very important one and this is determines the fate of the business. So, the women entrepreneurs agree with it. (Mean value 4.98). The value of standard deviation (1.311) shows the opposite view regarding this.

- In the case of Trend of business, most of the women entrepreneurs agree with it slightly (mean value 5.11). It indicates that majority women feel that the trend of business should be favourable to them. But, the value of standard deviation (1.179) shows the difference of opinion about it.

- In respect of the existing, price level of the product, the mean value (5.06) shows that the majority women have agreed with this. The value of standard deviation (1.340) shows the opposite view towards this.

- In the case of government support, the mean value (5.45) shows the agreement of the women entrepreneurs towards this aspect. However, their degree of agreement is slight level only. From the standard deviation (1.193), it is clear that the opposite view exists in this regard.
• In the case of Subsidy/incentive, most of the women entrepreneurs agree with it slightly (mean value 5.30). This implies that the women demand more subsidies. At the same time, the value of standard deviation i.e., 1.137 discloses the other side of the view.

• In respect of the Banker’s patronage, most of the women entrepreneurs agree with it slightly (mean value 5.31). It shows that the baker’s patronage is always demanded by the women entrepreneurs. From the value of standard deviation (1.163), it is clear that some women are not willing to accept this.

• In respect of the Advertising pattern, most of the women entrepreneurs agree with it slightly (mean value 5.28). The advertising is very essential to their business and it adds competitive ability of the mind in the market. So, the mean value shows the slight level of agreement. At the same time, the value of standard deviation (1.068) shows the opposite view regarding this.

• In the case of customer relationship, most of the women entrepreneurs agree with it slightly. The mean value (5.09) shows the desire of the women entrepreneurs towards the customer support for their business. The standard deviation (1.369) shows the opposite view towards this.

• There is no significant relationship between the mean score of age of the women entrepreneurs and satisfaction of the women entrepreneurs. (Expect Trend of business). The main reason for this is that the women entrepreneurs have satisfaction irrespective of their age group. It means that the age does not take any role in this regard. But, in the case of Trend of business, the women entrepreneurs have satisfaction (or dissatisfaction) on the basis of their age group.

• There is no significant relationship between the mean score of marital status of the women entrepreneurs and satisfaction of the women entrepreneurs. The major reason for this is that the women entrepreneurs have their own satisfaction or dissatisfaction irrespective of their marital status. In other words, the women entrepreneurs, having different marital status have satisfaction towards their business.
• There is no significant relationship between the mean score of religion of the women entrepreneurs and satisfaction of the women entrepreneurs. This implies that the women entrepreneurs from different religions have felt satisfaction towards their business. Their religion does not take any role in influencing their satisfaction.

• There is no significant relationship between the mean score of Status of community of the women entrepreneurs and satisfaction of the women entrepreneurs. (Except existing price level of the product). This implies that the women from different communities have satisfaction or dissatisfaction towards the business. But, in the case of price level of the product only, the satisfaction of the women entrepreneurs is affected on the basis of their community.

• There is no significant relationship between the mean score of educational Status of the women entrepreneurs and satisfaction of the women entrepreneurs. (Expect Trend of business and Existing price level of the product). The major reason for this is that the majority women entrepreneurs have satisfaction without considering their educational qualification. This means that the women have enjoyed satisfaction irrespective of their educational status. But in the selected two cases viz., Expect Trend of business and existing price level of the product, the condition is not like that. It means these in these cases, the educational qualification takes a role in determining the satisfaction of the women.

• There is no significant relationship between the mean score of experience of the women entrepreneurs and satisfaction of the women entrepreneurs. (Expect Trend of business and existing price level of the product). This implies that the majority women entrepreneurs have satisfaction irrespective of the experience of the women. But, in the selected cases viz., Trend of business and existing price level of the product, the women entrepreneurs are satisfied on the basis of their own experience in their business.
• There is significant difference between mean ranks towards the women entrepreneurs and satisfaction of the women entrepreneurs. Out of the eight satisfactions of the women entrepreneur’s variables, the “Government support” has the highest rank (4.99). So, that satisfaction of the women entrepreneurs is influenced by Government support. The major reason for this is that the women expect the government support for their business.

• The dimension “satisfaction of the women entrepreneurs” comprises 8 statements. Out of eight statements, three statements contribute more towards the satisfaction of the women entrepreneurs. The statements are (1) Trend of business (2) Government support (3) Advertising pattern. The main reason for this is that these two factors are very important in their business. The factors determine the efficacy of the business. So, contribution of these factors is noteworthy.

• The “Rate of return on investment, Customer relationship, Government support, and Advertising pattern” are contributing more towards satisfaction of the women entrepreneurs. These variables sustain the business of the women entrepreneurs.

• The satisfaction of the women entrepreneurs towards the “Government support” contributes more towards the output of overall satisfaction of the women entrepreneurs. The main reason for this satisfaction is that the women entrepreneurs expect more governmental support and it is the prerequisite to their success.

• There is positive relationship between the ‘Satisfied with the rate of return on investment of the women entrepreneurs’ and ‘The overall satisfaction of the women entrepreneurs, as the regression coefficient is + 0.068. Mathematically, it means that ‘the overall satisfaction of the women entrepreneurs will increase by 0.068 Per cent if the ‘Satisfied with the rate of return on investment of the women entrepreneurs’ increase by 1 Per cent without change of all other predictors.

• There is negative relationship between the ‘Satisfied with the trend of business of the women entrepreneurs’ and ‘The overall satisfaction of the women
entrepreneurs, as the regression coefficient is - 0.062. Mathematically, it means that ‘the overall satisfaction of the women entrepreneurs will decrease by - 0.062 Per cent if the ‘Satisfied with the trend of business of the women entrepreneurs’ increase by 1 Per cent without change of all other predictors.

- There is negative relationship between the ‘Satisfied with the existing price level of the product of the women entrepreneurs’ and ‘The overall satisfaction of the women entrepreneurs, as the regression coefficient is - 0.079. Mathematically, it means that ‘the overall satisfaction of the women entrepreneurs will decrease by - 0.079 Per cent if the ‘Satisfied with the existing price level of the product of the women entrepreneurs’ increase by 1 Per cent without change of all other predictors.

- There is positive relationship between the ‘Satisfied with the government support of the women entrepreneurs’ and ‘The overall satisfaction of the women entrepreneurs, as the regression coefficient is + 0.346. Mathematically, it means that ‘the overall satisfaction of the women entrepreneurs will increase by 0.346 Per cent if the ‘Satisfied with the government support of the women entrepreneurs’ increase by 1 Per cent without change of all other predictors.

- There is positive relationship between the ‘Satisfied with the subsidy/incentive of the women entrepreneurs’ and ‘The overall satisfaction of the women entrepreneurs, as the regression coefficient is + 0.006. Mathematically, it means that ‘the overall satisfaction of the women entrepreneurs will increase by 0.006 Per cent if the ‘Satisfied with the subsidy/incentive of the women entrepreneurs’ increase by 1 Per cent without change of all other predictors.

- There is positive relationship between the ‘Satisfied with the banker’s patronage of the women entrepreneurs’ and ‘The overall satisfaction of the women entrepreneurs, as the regression coefficient is + 0.051. Mathematically, it means that ‘the overall satisfaction of the women entrepreneurs will increase by 0.051 Per cent if the ‘Satisfied with the banker’s patronage of the women entrepreneurs’ increase by 1 Per cent without change of all other predictors.
• There is positive relationship between the ‘Satisfied with the advertising pattern of the women entrepreneurs’ and ‘The overall satisfaction of the women entrepreneurs, as the regression coefficient is + 0.103. Mathematically, it means that ‘the overall satisfaction of the women entrepreneurs will increase by 0.103 Per cent if the ‘Satisfied with the advertising pattern of the women entrepreneurs’ increase by 1 Per cent without change of all other predictors.

• There is positive relationship between the ‘Satisfied with the customer relationship of the women entrepreneurs’ and ‘The overall satisfaction of the women entrepreneurs, as the regression coefficient is + 0.024. Mathematically, it means that ‘the overall satisfaction of the women entrepreneurs will increase by 0.024 Per cent if the ‘Satisfied with the customer relationship of the women entrepreneurs’ increase by 1 Per cent without change of all other predictors.

• The significant values of pair, ‘Overall satisfaction of the women entrepreneurs - satisfied with the trend of business’, ‘Overall satisfaction of the women entrepreneurs - satisfied with the existing price level of the product’, ‘Overall satisfaction of the women entrepreneurs - satisfied with the advertising pattern’ and ‘Overall satisfaction of the women entrepreneurs - satisfied with the customer relationship’ are greater than 0.05 and hence the above pairs are not significant. The significant values of pair “Overall satisfaction of the women entrepreneurs - satisfied with the rate of return on investment, Overall satisfaction of the women entrepreneurs - satisfied with the government support, Overall satisfaction of the women entrepreneurs - satisfied with the subsidy/incentive and Overall satisfaction of the women entrepreneurs - satisfied with the banker’s patronage” are less than 0.05 and hence the above pairs are not significant.

5.2.11 Findings related to conceptual model fit for satisfaction of women entrepreneurs by using structural equation model

• The coefficient of attitudes of women entrepreneurs is 0.004 represents the partial effect of attitudes of women entrepreneurs on motivational forces of women entrepreneurs, holding the other variables as constant. The estimated positive sign
implies that such effect is positive that motivational forces of women entrepreneurs would increase by 0.004 for every unit increase in attitudes of women entrepreneurs and this coefficient value is significant at 5% level.

- The coefficient of status of women entrepreneurs is 0.02 represents the partial effect of status of women entrepreneurs on motivational forces of women entrepreneurs, holding the other variables as constant. The estimated negative sign implies that such effect is negative that motivational forces of women entrepreneurs would decrease by 0.02 for every unit increase in status of women entrepreneurs and this coefficient value is significant at 5% level.

- The coefficient of attitudes of women entrepreneurs is 0.068 represents the partial effect of attitudes of women entrepreneurs on problems faced by women entrepreneurs, holding the other variables as constant. The estimated positive sign implies that such effect is positive that problems faced by women entrepreneurs would increase by 0.068 for every unit increase in attitudes of women entrepreneurs and this coefficient value is significant at 5% level.

- The coefficient of status of women entrepreneurs is 0.284 represents the partial effect of status of women entrepreneurs on problems faced by women entrepreneurs, holding the other variables as constant. The estimated positive sign implies that such effect is positive that problems faced by women entrepreneurs would increase by 0.284 for every unit increase in status of women entrepreneurs and this coefficient value is significant at 1% level.

- The coefficient of scope of women entrepreneurs is 0.031 represents the partial effect of scope of women entrepreneurs on problems faced by women entrepreneurs, holding the other variables as constant. The estimated negative sign implies that such effect is negative that problems faced by women entrepreneurs would decrease by 0.031 for every unit increase in scope of women entrepreneurs and this coefficient value is significant at 5% level.

- The coefficient of scope of women entrepreneurs is 0.14 represents the partial effect of scope of women entrepreneurs on motivational forces of women entrepreneurs,
holding the other variables as constant. The estimated negative sign implies that such effect is negative that motivational forces of women entrepreneurs would increase by 0.14 for every unit decrease in scope of women entrepreneurs and this coefficient value is significant at 5% level.

- The coefficient of motivational forces of women entrepreneurs is 0.013 represents the partial effect of motivational forces of women entrepreneurs on effective performance of women entrepreneurs, holding the other variables as constant. The estimated negative sign implies that such effect is negative that effective performance of women entrepreneurs would increase by 0.013 for every unit decrease in motivational forces of women entrepreneurs and this coefficient value is significant at 5% level.

- The coefficient of problems faced by women entrepreneurs is 0.022 represents the partial effect of problems faced by women entrepreneurs on effective performance of women entrepreneurs, holding the other variables as constant. The estimated negative sign implies that such effect is negative that effective performance of women entrepreneurs would increase by 0.022 for every unit decrease in problems faced by women entrepreneurs and this coefficient value is significant at 1% level.

- The coefficient of effective performance of women entrepreneurs is 0.011 represents the partial effect of effective performance of women entrepreneurs on overall satisfaction of women entrepreneurs, holding the other variables as constant. The estimated positive sign implies that such effect is positive that overall satisfaction of women entrepreneurs would increase by 0.011 for every unit increase in effective performance of women entrepreneurs and this coefficient value is significant at 5% level.

- The covariance between attitudes of women entrepreneurs and scope of women entrepreneurs is estimated to be -.408. The covariance estimate, -.408, has a standard error of about .859. The probability of getting a critical ratio as large as 0.475 in absolute value is .635. In other words, the covariance between attitudes of women entrepreneurs and scope of women entrepreneurs is not significantly different from zero at the 0.05 level (two-tailed).
- The covariance between scope of women entrepreneurs and status of women entrepreneurs is estimated to be -8.502. The covariance estimate, -8.502, has a standard error of about 3.732. The probability of getting a critical ratio as large as 2.278 in absolute value is .023. In other words, the covariance between scope of women entrepreneurs and status of women entrepreneurs is significantly different from zero at the 0.05 level (two-tailed).

- The covariance between attitudes of women entrepreneurs and status of women entrepreneurs is estimated to be -1.360. The covariance estimate, -1.360, has a standard error of about 1.711. The probability of getting a critical ratio as large as 0.794 in absolute value is .427. In other words, the covariance between attitudes of women entrepreneurs and status of women entrepreneurs is not significantly different from zero at the 0.05 level (two-tailed).

5.3 CONCEPTUAL MODEL FIT FOR STATUS, SCOPE AND MOTIVATING FACTORS OF WOMEN ENTREPRENEURS

The research takes demographic profile of the women entrepreneurs, Attitudes of the women entrepreneurs, Status of the women entrepreneurs, Scope of the women entrepreneurs, Motivation forces of the women entrepreneurs, Problems faced by the women entrepreneurs and Effective performance of the women entrepreneurs as the major variables for analysis. Here, these variables are the independent variables on one hand and the overall satisfaction of the women entrepreneurs is the dependent variable on the other. It is studied how and to what extent the independent variables make changes in the dependent variable. The proposed conceptual research model confirms that the major variables (demographic profile of the women entrepreneurs, Attitudes of the women entrepreneurs, Status of the women entrepreneurs, Scope of the women entrepreneurs, Motivation forces of the women entrepreneurs, Problems faced by the women entrepreneurs and Effective performance of the women entrepreneurs) make impact on the overall satisfaction of women entrepreneurs by using structural Equation Model and other SPSS tools. The role of the variables is at large extent so that the overall satisfaction of women entrepreneurs depends on them. But, it is very important that no
single variable influences the overall satisfaction of women entrepreneurs. When two more variables combine together, then the overall satisfaction of women entrepreneurs increases or decreases. But, the slight change in the proposed research model.

**Figure – 5.1**

Conceptual model fit for status, scope and motivating factors of women entrepreneurs

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5.4 SUGGESTIONS

This section provides suitable suggestions for the development of women entrepreneurs in the study area.

- The women entrepreneurs of Pudukkottai district and Sivagangai district may be motivated to insure their business to protect themselves for future uncertainties in their business. The State Government may compel them to do so at the time of registration of the enterprises. The insurance will be advantageous to them in order to safeguard their position in the business.
• The DIC of the two districts should take steps to cover the entrepreneurs in all the lines of business by way of a comprehensive Entrepreneurial Development Programme.

• Majority of the women entrepreneurs deal in the local market and district level markets so that they cannot grow beyond the existing level. They should extend the scale of operations in due course and their efforts may be supported financially by the banks.

• The DICs of the two districts may arrange periodical meeting with the women entrepreneurs to have interactions with them in order to find out the problems of them and guide them to remove their problems.

• It is essential to listen to the voice of women entrepreneurs. The creation of government offices of women's business ownership is one way to facilitate this. Such offices could have programme responsibilities such as providing women's Business Centres, organising information seminars and meetings and/or providing web-based information to those wanting to start and grow a business.

• Most of the women entrepreneurs are not trained in their line of business so that they are not able to survive in the market. Hence, the government should conduct frequent training programmes with regard to new production techniques, sales techniques, etc., This training should be made compulsory for women entrepreneurs.

• Finance is the first major problem for women entrepreneurs. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.

• Women entrepreneurs should be encouraged to start their entrepreneurs as joint stock companies rather than as a sole trade and partnership concerns to avail the advantages of large-scale operation.
• Marketing product is one of the main problems for women entrepreneurs. Here, women co-operative societies can be started to procure the products from women entrepreneurs. They will help them in selling their products at a reasonable price.

• Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, separate industrial estates may be set up exclusively for women entrepreneurs to reduce the initial investment and to create a special environment.

5.5 CONCLUSION
The present research has identified the status, scope and motivating factors of the women entrepreneurs towards the management of their business in Pudukkottai and Sivagangai districts. It has found out that the women suffer from every step and they have to struggle for their survival and success.

In respect of the Status of women entrepreneurs, Financial status of business, Dominating competitors, Ability to Prepare Project Report and Degree of control over Business the women entrepreneurs of the two districts are active in these aspects. In the case of scope of women entrepreneurs, the present study has revealed that the Extension of scale of operations and possibility for extension of market take an important role. The women entrepreneurs are willing to extend their scale of operations and it will lead to extension of market.

Among the entrepreneurial motivational forces, the study concludes that the four factors viz., previous experience Family background Aspiration to be a job provider and Interest on achievement. Contribute more towards the success of the women entrepreneurs. Therefore, the present research concludes that the women entrepreneurs of the two districts have wider scope for development if the governmental agencies and banks provide support at maximum possible level; at the same time, it is essential that the women entrepreneurs should be active, alert and precautionary for their successes and survival.
5.6 SCOPE FOR FURTHER STUDIES

It is believed that the findings of this research have revealed some interesting implications for future practitioners and researchers whose aim is to study women entrepreneurs in general. The results show that most of the women entrepreneurs are middle-aged, married and concentrate on the trading industry. While it is not fair to generalize these findings as surely women entrepreneurs are not a homogenous group, a clearer understanding of women entrepreneurs is needed. This is important in order for future researches to be able to improve the business environment in a way that fosters entrepreneurial growth.

A comparative research study of business environment across various districts/ states which facilitates or inhibits spirit of women entrepreneurship needs to be carried out. The effect of joint or nuclear family system on entrepreneurial pursuits of potential women entrepreneurs needs to be researched in detail. The impact of globalization in all its manifestations on entrepreneurial pursuits of women is another area which needs to be researched. Research efforts are needed to look into the orientation and motivational patterns of technical and professional graduates and to find out the strategies which can increase the entry of this segment into entrepreneurship.