CHAPTER - IV

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

In this chapter an attempt has been made to identify the factors that influenced the textile entrepreneurs to start the manufacturing and trading textile products and their success level in the study area. For this purpose, a field survey method was employed to collect the first-hand information from 1000 sample respondents. The respondents have been chosen randomly from the different parts of the study area. The data thus collected were arranged into simple tabular form. Performance of textile entrepreneurs and the level of satisfaction perceived by the respondents involved in textile business were considered as dependent variables. The Independent variables selected for the study were age, gender, educational status, marital status, number of dependents, monthly income, wealth position, community, year of establishment, experience in the business, method of business, nature of business, type of products dealt with, capital investment, annual turnover and number of employees working in the firm.

The data were analyzed by using simple statistical tools like Percentage, Average, Range, Standard Deviation, Two-way tables and Chi-Square test. In addition to these tests, Multiple Regression, Multi-Discriminant analysis, Factor analysis and Structural Equation Modeling were used appropriately.
This chapter was divided into six sections, for ease of analysis and understanding. The six sections of this chapter are as follows:

I. Factors Determining Textile Entrepreneurs’ Performance : ANOVA Test
II. Factors Determining Textile Entrepreneurs’ Level of Satisfaction In Entrepreneurial Performance : Chi-Square Test
III. Percentage Analysis
IV. Henry Garrett Ranking Technique
V. Multiple Regression Analysis
VI. Multi-Discriminant Analysis
VII. Factor Analysis and
VIII. Structural Equation Modelling

4.2 FACTORS DETERMINING TEXTILE ENTREPRENEURS’ PERFORMANCE : ANOVA TEST

Performance of textile entrepreneurs was measured based on their annual turnover in their business. Annual turnover of a business could be noticed any business firm. Increases of annual turnover indicates the high performance of the business man and low annual turnover indicates the low performance of their business and hence the performance found based on the annual turnover of the business. In this way, annual turnover of the textile entrepreneurs has been taken for finding the performance of the textile entrepreneurs. The performance of the textile entrepreneurs has been categorized as low, medium and high level of performance based on mean and standard deviation of the annual turnover.
TABLE NO. 4.1

PERFORMANCE OF TEXTILE ENTREPRENEURS

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Category</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Low (Upto Rs.2.50 lakh)</td>
<td>172</td>
<td>17.2</td>
<td>1.64</td>
<td>0.45</td>
</tr>
<tr>
<td>2.</td>
<td>Medium (Rs.2.51 – 7.90 lakh)</td>
<td>445</td>
<td>44.5</td>
<td>4.04</td>
<td>0.55</td>
</tr>
<tr>
<td>3.</td>
<td>High (Above Rs.7.90 lakh)</td>
<td>383</td>
<td>38.3</td>
<td>13.17</td>
<td>4.73</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>6.29</td>
<td></td>
</tr>
</tbody>
</table>

It is observed from the above table that 17.2 percent of the respondents were performed in their business at the low level with the mean value of Rs.1.64 lakh, 44.5 percent of the textile entrepreneurs were performed as medium level with the mean value of Rs.4.04 lakh and 38.3 percent of the respondents were performed at high level with the mean value of Rs.13.17 lakh. It is found from the analysis that maximum of the respondents perform in an excellent way in their textile business. The mean and standard deviation was prepared based on annual turnover for data analysis by using Anova test to test the relationship between the selected independent variables and dependent variable.
FIGURE NO. 4.1
PERFORMANCE OF TEXTILE ENTREPRENEURS

- High (Above Rs.7.90) 38%
- Medium (Rs.2.51 – 7.90) 45%
- Low (Upto Rs.2.50 crores) 17%
4.2.1 AGE AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the age of the respondents and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference between the entrepreneurs performance among various categories of respondents classification on age.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Age</th>
<th>Mean Score (Rs. in lakh)</th>
<th>S.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below 25 years</td>
<td>6.6</td>
<td>5.4</td>
</tr>
<tr>
<td>2.</td>
<td>26-35 years</td>
<td>7.0</td>
<td>5.8</td>
</tr>
<tr>
<td>3.</td>
<td>36- 45 years</td>
<td>5.8</td>
<td>5.2</td>
</tr>
<tr>
<td>4.</td>
<td>Above 45 years</td>
<td>7.0</td>
<td>5.9</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>6.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td>2.142&lt;sup&gt;NS&lt;/sup&gt;</td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is stated from the above table that among the four categories of age group of the respondents, 26-35 years and above 45 years age group of the respondents has the maximum (Rs.7.0 lakh) entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference between the entrepreneurs performance among various categories of respondents classification on age.
4.2.2 GENDER AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the gender of the respondents and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the opinion on their performance between male and female respondents.

**TABLE NO. 4.3**

**GENDER AND ENTREPRENEURS PERFORMANCE**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Gender</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Male</td>
<td>6.6</td>
<td>5.6</td>
</tr>
<tr>
<td>2.</td>
<td>Female</td>
<td>6.8</td>
<td>5.5</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>6.7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td>1.647&lt;sup&gt;NS&lt;/sup&gt;</td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is observed from the above table that among the two categories of gender of the respondents, female respondents have the maximum (Rs.6.8 lakh) entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the entrepreneurial performance between male and female respondents.
4.2.3 EDUCATIONAL STATUS AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the educational status of the respondents and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among the different educational qualification of respondents.

**TABLE NO. 4.4**

EDUCATIONAL QUALIFICATION AND ENTREPRENEURS PERFORMANCE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Educational Qualification</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>School</td>
<td>7.1</td>
<td>5.7</td>
</tr>
<tr>
<td>2.</td>
<td>College</td>
<td>6.1</td>
<td>5.5</td>
</tr>
<tr>
<td>3.</td>
<td>Professional</td>
<td>6.7</td>
<td>5.6</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td><strong>6.6</strong></td>
<td></td>
</tr>
<tr>
<td>‘F’ Test</td>
<td></td>
<td><strong>4.436</strong></td>
<td>**</td>
</tr>
</tbody>
</table>

**– Significant at 5% level**

It is inferred from the above table that among the three categories of educational status of the respondents, upto school level educated respondents has the highest average of Rs.7.1 lakh have the maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is rejected. Hence, it is found that there is a significant difference in the entrepreneurial performance among different educational qualification of respondents.
4.2.4 MARITAL STATUS AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the marital status of the respondents and level of attitude towards organized retail stores are shown in the following table.

Null Hypothesis: There is no significant difference in the opinion on entrepreneurs performance between married and unmarried respondents.

**TABLE NO. 4.5**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Marital status</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Single</td>
<td>7.0</td>
<td>5.7</td>
</tr>
<tr>
<td>2.</td>
<td>Married</td>
<td>6.5</td>
<td>5.5</td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td><strong>6.8</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td><strong>2.197NS</strong></td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is inferred from the above table that among the two categories of marital status of the respondents, married respondents has the highest average of Rs. 7.0 lakh have maximum entrepreneurial performance.

It is obtained from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the opinion on entrepreneurial performance between married and unmarried respondents.
4.2.5 NUMBER OF DEPENDENTS AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the number of dependents and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among various numbers of dependents.

**TABLE NO. 4.6**  
NUMBER OF DEPENDENTS AND ENTREPRENEURS PERFORMANCE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Number of Dependents</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Small family (Upto 3 members)</td>
<td>7.2</td>
<td>6.0</td>
</tr>
<tr>
<td>2.</td>
<td>Medium family (4-5 members)</td>
<td>6.3</td>
<td>5.5</td>
</tr>
<tr>
<td>3.</td>
<td>Large family (Above 5 members)</td>
<td>6.6</td>
<td>5.4</td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td><strong>6.7</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td><strong>1.553</strong></td>
<td>NS</td>
</tr>
</tbody>
</table>

NS – Not Significant

It is obtained from the above table that among the three categories of number of dependents, small family (upto 3 members) has the highest average of Rs.7.2 lakh have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the entrepreneurial performance among various numbers of dependents.
4.2.6 MONTHLY INCOME AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the income of the respondents and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among different level of monthly income of respondents.

TABLE NO. 4.7
MONTHLY INCOME AND ENTREPRENEURS PERFORMANCE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Monthly Income</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Upto Rs.10000</td>
<td>6.6</td>
<td>5.6</td>
</tr>
<tr>
<td>2.</td>
<td>Rs.10001-20000</td>
<td>6.6</td>
<td>5.5</td>
</tr>
<tr>
<td>3.</td>
<td>Rs.20001-30000</td>
<td>6.7</td>
<td>5.6</td>
</tr>
<tr>
<td>4.</td>
<td>Above Rs.30000</td>
<td>7.1</td>
<td>5.9</td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td><strong>6.8</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td><strong>0.065</strong>&lt;sup&gt;NS&lt;/sup&gt;</td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is stated from the above table that among the four categories of family monthly income of the respondents, the respondents earn above Rs.10000 has the highest average of Rs.7.1 lakh have maximum entrepreneurial performance.

It is inferred from the F test analysis that the null hypothesis is rejected. Hence, it is found that there is a significant difference in the entrepreneurial performance among different level of monthly income of respondents.
4.2.7 WEALTH POSITION AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the wealth position of the respondents and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among different classification of wealth position of respondents.

TABLE NO. 4.8
WEALTH POSITION AND ENTREPRENEURS PERFORMANCE

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Wealth position</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below Rs.2 lakhs</td>
<td>6.7</td>
<td>5.3</td>
</tr>
<tr>
<td>2.</td>
<td>Rs.2-5 lakhs</td>
<td>6.6</td>
<td>5.8</td>
</tr>
<tr>
<td>3.</td>
<td>Rs.5-10 lakhs</td>
<td>7.4</td>
<td>5.7</td>
</tr>
<tr>
<td>4.</td>
<td>Above Rs.10 laksh</td>
<td>6.2</td>
<td>5.5</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>6.7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td>3.554**</td>
<td></td>
</tr>
</tbody>
</table>

** - Significant at 5% level

It is observed from the above table that among the three categories of wealth position of the respondents, Rs.5-10 lakhs wealth position has the highest average of Rs.7.4 lakh have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is rejected. Hence, it is found that there is a significant difference in the entrepreneurial performance among the different classification of wealth position of respondents.
4.2.8 COMMUNITY AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the community of the respondents and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the opinion on entrepreneurs performance among different classification of community of respondents.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Community</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>OC</td>
<td>6.9</td>
<td>5.6</td>
</tr>
<tr>
<td>2.</td>
<td>BC</td>
<td>6.8</td>
<td>5.5</td>
</tr>
<tr>
<td>3.</td>
<td>MBC</td>
<td>6.4</td>
<td>5.7</td>
</tr>
<tr>
<td>4.</td>
<td>SC/ST</td>
<td>6.4</td>
<td>5.5</td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td><strong>6.6</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td><strong>1.182 NS</strong></td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is observed from the above table that among the four communities, the respondents belong to OC community has the highest average of Rs.6.9 lakh have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the entrepreneurial performance among the different classification of communities of respondents.
4.2.9 YEAR OF ESTABLISHMENT AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the year of establishment and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the opinion on entrepreneurs performance among different classification of year of establishment.

TABLE NO. 4.10
YEAR OF ESTABLISHMENT AND ENTREPRENEURS PERFORMANCE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Year of Establishment</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Before 5 years</td>
<td>6.5</td>
<td>5.7</td>
</tr>
<tr>
<td>2.</td>
<td>5-10 years</td>
<td>6.7</td>
<td>5.4</td>
</tr>
<tr>
<td>3.</td>
<td>Above 10 years</td>
<td>6.9</td>
<td>5.6</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>6.7</td>
<td></td>
</tr>
<tr>
<td>‘F’ Test</td>
<td></td>
<td>0.869&lt;sup&gt;NS&lt;/sup&gt;</td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is observed from the above table that among the three categories of year of establishment, the respondents established business for above 10 years has the highest average of Rs.6.9 lakh have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the entrepreneurial performance among the different classification of year of establishment.
4.2.10 YEAR OF EXPERIENCE AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the year of experience and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in entrepreneurs performance among different classification of experience of respondents.

**TABLE NO. 4.11**

YEAR OF EXPERIENCE AND ENTREPRENEURS PERFORMANCE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Year of Experience</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below 5 years</td>
<td>6.0</td>
<td>5.2</td>
</tr>
<tr>
<td>2.</td>
<td>6-10 years</td>
<td>7.0</td>
<td>6.0</td>
</tr>
<tr>
<td>3.</td>
<td>Above 10 years</td>
<td>6.8</td>
<td>5.5</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>6.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td>3.537**</td>
<td></td>
</tr>
</tbody>
</table>

**–Significant at 5% level**

It is inferred from the above table that among the three categories of year of experience of the respondents, the respondents have 6-10 years of experience has the highest average of Rs.7.0 lakh have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is rejected. Hence, it is found that there is a significant difference in the entrepreneurial performance among the different classification of experience.
4.2.11 METHOD OF BUSINESS AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the method of business and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among different classification of method of business.

**TABLE NO. 4.12**

**METHOD OF BUSINESS AND ENTREPRENEURS PERFORMANCE**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Method of Business</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wholesale</td>
<td>6.4</td>
<td>5.4</td>
</tr>
<tr>
<td>2.</td>
<td>Retail</td>
<td>7.2</td>
<td>5.9</td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td><strong>6.8</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td>2.373&lt;sup&gt;NS&lt;/sup&gt;</td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is inferred from the above table that among the two categories of method of business, the respondents dealing retail business has the highest average of Rs.7.2 lakh have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the entrepreneurial performance among the different classification of method of business.
4.2.12 NATURE OF BUSINESS AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the nature of business and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among different classification of nature of business.

TABLE NO. 4.1.3

NATURE OF BUSINESS AND ENTREPRENEURS PERFORMANCE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Nature of Business</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Manufacturing</td>
<td>6.5</td>
<td>5.4</td>
</tr>
<tr>
<td>2.</td>
<td>Trading</td>
<td>6.8</td>
<td>5.7</td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td><strong>6.7</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td><strong>0.200^NS</strong></td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is inferred from the above table that among the two categories of type of products to purchase of the respondents, the respondents doing trading business has the highest average of 6.8 have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the entrepreneurial performance among the different classification of nature of business.
4.2.13 PRODUCTS MANUFACTURED AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the type of products manufactured and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among different classification of type of products manufactured.

**TABLE NO. 4.14**

PRODUCTS MANUFACTURED AND ENTREPRENEURS PERFORMANCE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Products Manufacturing</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Yarn</td>
<td>4.9</td>
<td>2.6</td>
</tr>
<tr>
<td>2.</td>
<td>Grey</td>
<td>5.2</td>
<td>2.7</td>
</tr>
<tr>
<td>3.</td>
<td>Bed sheets and Bedspreads</td>
<td>5.2</td>
<td>2.4</td>
</tr>
<tr>
<td>4.</td>
<td>Towels and Kerchiefs</td>
<td>5.3</td>
<td>2.9</td>
</tr>
<tr>
<td>5.</td>
<td>Lungies</td>
<td>4.9</td>
<td>2.4</td>
</tr>
<tr>
<td>6.</td>
<td>Dhoties</td>
<td>5.5</td>
<td>2.7</td>
</tr>
<tr>
<td>7.</td>
<td>Jamakkalam and Sudidhar</td>
<td>5.3</td>
<td>2.6</td>
</tr>
<tr>
<td>8.</td>
<td>Sarees</td>
<td>5.2</td>
<td>2.8</td>
</tr>
<tr>
<td>9.</td>
<td>Mats and Curtains</td>
<td>4.9</td>
<td>3.2</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td><strong>5.2</strong></td>
<td></td>
</tr>
</tbody>
</table>

‘F’ Test 0.474<sub>NS</sub>

NS – Not Significant

It is inferred from the above table that among the nine categories of type of products manufactured by the respondents, the respondents manufacturing dhoties have the highest average of Rs.5.5 lakh have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the entrepreneurial performance among the different classification of products manufactured by the respondents.
4.2.14 TYPE OF FIRM AND LEVEL ANNUAL TURNOVER

The distribution of sample respondents according to the type of firm and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among different classification of type of firm.

**TABLE NO. 4.15**

<table>
<thead>
<tr>
<th>Type of Firm</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole proprietorship</td>
<td>7.0</td>
<td>5.9</td>
</tr>
<tr>
<td>Partnership</td>
<td>6.8</td>
<td>5.7</td>
</tr>
<tr>
<td>Private limited company</td>
<td>6.2</td>
<td>5.2</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>6.7</strong></td>
<td></td>
</tr>
<tr>
<td>‘F’ Test</td>
<td><strong>0.526</strong>&lt;sup&gt;NS&lt;/sup&gt;</td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is inferred from the above table that among the three categories of type of firm, the sole proprietorship has the highest average of Rs.7.0 have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the entrepreneurial performance among the different classification of type of firm.
4.2.15 CAPITAL INVESTMENT AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the capital investment and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among different classification of capital investment.

**TABLE NO. 4.16**

CAPITAL INVESTMENT AND ENTREPRENEURS PERFORMANCE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Capital Investment</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Upto Rs.10 lakh</td>
<td>6.6</td>
<td>5.3</td>
</tr>
<tr>
<td>2.</td>
<td>Rs.11-20 lakh</td>
<td>6.8</td>
<td>5.7</td>
</tr>
<tr>
<td>3.</td>
<td>Above rs.20 lakh</td>
<td>6.6</td>
<td>5.8</td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td><strong>6.7</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td>0.779&lt;sup&gt;NS&lt;/sup&gt;</td>
<td></td>
</tr>
</tbody>
</table>

NS – Not Significant

It is inferred from the above table that among the three categories of capital investment, the respondents invested Rs.11-20 lakhs has the highest average of Rs.6.8 lakh have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference in the entrepreneurial performance among the different classification of capital investment.
4.2.16 NUMBER OF EMPLOYEES AND ENTREPRENEURS PERFORMANCE

The distribution of sample respondents according to the number of employees and entrepreneurs performance are shown in the following table.

Null Hypothesis: There is no significant difference in the entrepreneurs performance among different classification of number of employees.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Number of employees</th>
<th>Mean Score (Rs. in lakh)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Upto 10 employee</td>
<td>6.5</td>
<td>5.6</td>
</tr>
<tr>
<td>2.</td>
<td>11-20 employees</td>
<td>7.1</td>
<td>5.7</td>
</tr>
<tr>
<td>3.</td>
<td>Above 20 employees</td>
<td>6.3</td>
<td>5.5</td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td><strong>6.6</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>‘F’ Test</td>
<td><strong>4.047</strong></td>
<td></td>
</tr>
</tbody>
</table>

** – Significant at 5% level

It is inferred from the above table that among the three categories of number of employees, the 11-20 employees category has the highest average of Rs. 7.1 lakh have maximum entrepreneurial performance.

It is noted from the F test analysis that the null hypothesis is rejected. Hence, it is found that there is a significant difference in the entrepreneurial performance among the different classification of number of employees working in the firm.
4.3 DEGREE OF RELATIONSHIP BETWEEN SELECTED INDEPENDENT VARIABLES AND ENTREPRENEUR PERFORMANCE TOWARDS TEXTILE BUSINESS – CORRELATION ANALYSIS

In an attempt was been made to find out the performance of textile entrepreneur in their textile business. Here, the performance has been measured based on their annual turnover were considered as a dependent variable and the factors like age, family size, monthly income, wealth position, year of establishment, experience in the business, capital investment, number of employees working in the firm and satisfaction score were considered as independent variables. The goal is to see if a change in the independents variables will result in a change in the entrepreneur performance. This information helps to understand the performance of textile entrepreneur towards textile business. The result of the correlation analysis between the independent and dependent variables is discussed in the following table:

**TABLE NO. 4.18**

DEGREE OF RELATIONSHIP BETWEEN SELECTED INDEPENDENT VARIABLES AND PERFORMANCE OF TEXTILE ENTREPRENEUR

<table>
<thead>
<tr>
<th>No.</th>
<th>Independent Variable</th>
<th>‘r’ Value</th>
<th>‘p’ Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age</td>
<td>-0.074</td>
<td>0.019*</td>
</tr>
<tr>
<td>2</td>
<td>Family size</td>
<td>0.063</td>
<td>0.047*</td>
</tr>
<tr>
<td>3</td>
<td>Monthly income</td>
<td>0.116</td>
<td>0.000**</td>
</tr>
<tr>
<td>4</td>
<td>Wealth position</td>
<td>0.115</td>
<td>0.000**</td>
</tr>
<tr>
<td>5</td>
<td>Year of establishment</td>
<td>-0.065</td>
<td>0.039*</td>
</tr>
<tr>
<td>6</td>
<td>Experience in the business</td>
<td>-0.090</td>
<td>0.004**</td>
</tr>
<tr>
<td>7</td>
<td>Capital Investment</td>
<td>0.089</td>
<td>0.005**</td>
</tr>
<tr>
<td>8</td>
<td>Number of employees</td>
<td>0.191</td>
<td>0.000**</td>
</tr>
<tr>
<td>9</td>
<td>Satisfaction Score</td>
<td>0.126</td>
<td>0.000**</td>
</tr>
</tbody>
</table>

Note: * - Significant at 1% level; ** - Significant at 5% level; NS- Not Significant
It is understood from the above table that, how the selected independent variables affects the entrepreneurs performance. It is observed that among the 9 selected independent factors, all the factors are having significant correlation with the entrepreneur performance and three of them are having negative association.

It reveals that whenever the entrepreneurs’ family size, monthly income, wealth position, capital investment, number of employees and satisfaction score increases their performance towards textile business also positively increases with significantly.

On the other hand, the entrepreneurs Age, Year of establishment, and Experience in the business increases their performance towards textile business also decreases with significantly.

4.4 STRENGTH OF THE SELECTED INDEPENDENT FACTORS OF TEXTILE ENTREPRENEURS AND THEIR PERFORMANCE TOWARDS TEXTILE BUSINESS – REGRESSION ANALYSIS

In the following analysis, the relationship between the performance among the textile entrepreneurs and nine independent factors were studied. It was found that out of nine variables, seven factors were closely associated with the entrepreneur performance of the selected sample respondents. These nine independent factors are.

1. Age
2. Number of Dependents
3. Monthly Income
4. Wealth Position
5. Year of Establishment
6. Experience in the business
7. Capital Investment
8. Annual Turnover
9. Number of employees working in the firm

In order to measure the interdependence of independent factors and performance among the textile entrepreneurs, the results were subjected to multiple regression analysis. The results of multiple regression analysis are shown in table 4.19.

**TABLE NO.4.19**
**FACTORS’ CONTRIBUTING WITH TEXTILE ENTREPRENEURS – MULTIPLE REGRESSION ANALYSIS**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variables</th>
<th>Unstandardized coefficients</th>
<th>‘t’ value</th>
<th>‘p’ value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td></td>
<td>2.657</td>
<td>0.280</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Age</td>
<td>0.244</td>
<td>0.024</td>
<td>10.167</td>
</tr>
<tr>
<td>2</td>
<td>Number of Dependents</td>
<td>-0.007</td>
<td>0.004</td>
<td>-1.534</td>
</tr>
<tr>
<td>3</td>
<td>Monthly Income</td>
<td>0.061</td>
<td>0.014</td>
<td>0.317</td>
</tr>
<tr>
<td>4</td>
<td>Wealth Position</td>
<td>0.140</td>
<td>0.042</td>
<td>3.350</td>
</tr>
<tr>
<td>5</td>
<td>Year of Establishment</td>
<td>0.246</td>
<td>0.042</td>
<td>5.786</td>
</tr>
<tr>
<td>6</td>
<td>Experience in the business</td>
<td>0.138</td>
<td>0.031</td>
<td>4.382</td>
</tr>
<tr>
<td>7</td>
<td>Capital Investment</td>
<td>0.052</td>
<td>0.024</td>
<td>2.211</td>
</tr>
<tr>
<td>8</td>
<td>Annual Turnover</td>
<td>0.064</td>
<td>0.024</td>
<td>2.709</td>
</tr>
<tr>
<td>9</td>
<td>Number of employees working in the firm</td>
<td>0.611</td>
<td>0.026</td>
<td>23.402</td>
</tr>
</tbody>
</table>

**R-Value** | **R² -Value** | **Degree of freedom – V₁** | **Degree of freedom – V₂** | **F Value** | **Significance**
---|---|---|---|---|---
0.946 | 0.895 | 9 | 990 | 940.43 | 1% Level
The multiple linear regression co-efficient (dependent variable) is found to be statistically good fit as $R^2$ is 0.895. It shows that independent variables contribute about 89.5 per cent of the variation in the performance among the textile entrepreneurs and this is statistically significant at 1% level and 5% level respectively.

The resulted equation is formulated as follows:

**Performance level of textile entrepreneurs**

\[
\begin{align*}
\text{Performance level of textile entrepreneurs} & = 2.657 \\
& + 0.244 \text{ (Age)} \\
& - 0.007 \text{ (Number of dependents)} \\
& + 0.061 \text{ (Monthly Income)} \\
& + 0.140 \text{ (Wealth Position)} \\
& + 0.246 \text{ (Year of establishment)} \\
& + 0.138 \text{ (Experience in the business)} \\
& + 0.052 \text{ (Capital Investment)} \\
& + 0.064 \text{ (Annual Turnover)} \\
& + 0.611 \text{ (Number of employees working in the firm)}
\end{align*}
\]
The table indicated that the co-efficient of age, wealth position, year of establishment, experience in the business, capital investment, annual turnover and number of employees working in the firm are positively associated with the performance level of the textile entrepreneurs. On the other hand, the co-efficient of number of dependents and monthly income are not associated. Further, it is indicated that the contribution of age, wealth position, year of establishment, experience in the business, capital investment, annual turnover and number of employees working in the firm are statistically significant implying that their influence on performance of the entrepreneurs towards textile business is stronger than the other variables.

The resulted equation shows that entrepreneurial performance is predicted by the 0.244 unit increase of age, 0.007 unit decrease of number of dependents, 0.061 unit increase of monthly income, 0.140 unit increase of wealth position, 0.246 unit increase of year of establishment, 0.138 unit increase of experience in the business, 0.052 unit increase of capital investment, 0.064 unit increase of annual turnover and 0.611 unit increase of number of employees working in the firm.
4.5 FACTORS DETERMINING TEXTILE ENTREPRENEURS’ LEVEL OF SATISFACTION IN ENTREPRENEURIAL PERFORMANCE

The level of satisfaction of textile entrepreneurs was measured based on their opinion on satisfaction perceived against their performance in the following aspects: growth in capital, growth in profit, market potential, organizing ability, risk taking ability, fulfillment of achievement motivation, society recognition, leadership qualities, employees support, support from government, family members support, availability of raw materials, procuring raw materials, supply of finished goods, getting of power supply, support from banks, co-operation of employees, financial support, implementing marketing techniques and customer support. The respondents’ opinion were measured based on scale, scoring technique. Likerts’ five points scaling was employed and the entrepreneurs’ level of satisfaction was classified as low (below 37), medium (38-64) and high (65-100) based on mean and standard deviation.

TABLE NO. 4.20
LEVEL OF SATISFACTION OF TEXTILE ENTREPRENEURS

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Low (below 37)</td>
<td>207</td>
<td>20.7</td>
<td>48.1</td>
<td>2.8</td>
</tr>
<tr>
<td>2.</td>
<td>Medium (38-64)</td>
<td>362</td>
<td>36.2</td>
<td>54.7</td>
<td>1.7</td>
</tr>
<tr>
<td>3.</td>
<td>High (65-100)</td>
<td>431</td>
<td>43.1</td>
<td>61.8</td>
<td>3.2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>54.9</td>
<td></td>
</tr>
</tbody>
</table>
FIGURE NO.4.2
LEVEL OF SATISFACTION OF TEXTILE ENTREPRENEURS

- High: 43%
- Medium: 36%
- Low: 21%
It is observed from the above table that 43.1 percent of the respondents were expressed their level of satisfaction at the high level with the mean score of 61.8, 36.2 percent of the textile entrepreneurs were expressed as medium level with the mean score of 54.7 and 20.7 percent of the respondents were satisfied at low level with the mean score of 48.1. It is found from the analysis that maximum of the textile entrepreneurs are satisfied at the high level towards their textile business. The two-way analysis was prepared based on these three strata for data analysis and through this method chi-square test was employed to test the relationship between the selected independent variables and dependent variable.

4.5.1 AGE AND LEVEL OF SATISFACTION

Age is an important factor to ascertain the success level of textile entrepreneurs. The dynamism and workaholic nature was observed among the young entrepreneurs. For the purpose of the study, age of the textile entrepreneurs was studied under four classification viz., below 25 years, 26-35 years, 36-45 years and above 45 years. The sample consists 276 (27.6%) respondents belonged to below 25 years age group, 387 (38.7%) respondents were 26-35 years age group, 197 (19.7%) respondents were between 36 and 45 years and age group. On the other hand, 140 (14.0%) respondents belonged to above 45 years age group.

The distribution of sample respondents according to the age of the respondents and their level of satisfaction perceived on textile business are shown in the following table.
TABLE NO. 4.21
AGE AND LEVEL OF SATISFACTION

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Age (in years)</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range Min</th>
<th>Range Max</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below 25 years</td>
<td>276</td>
<td>27.6</td>
<td>56.2</td>
<td>42.0</td>
<td>71.0</td>
<td>6.1</td>
</tr>
<tr>
<td>2.</td>
<td>26-35 years</td>
<td>387</td>
<td>38.7</td>
<td>56.2</td>
<td>41.0</td>
<td>70.0</td>
<td>5.5</td>
</tr>
<tr>
<td>3.</td>
<td>36- 45 years</td>
<td>197</td>
<td>19.7</td>
<td>57.5</td>
<td>36.0</td>
<td>74.0</td>
<td>6.4</td>
</tr>
<tr>
<td>4.</td>
<td>Above 45 years</td>
<td>140</td>
<td>14.0</td>
<td>55.7</td>
<td>41.0</td>
<td>69.0</td>
<td>5.8</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be observed from the above table that the level of satisfaction perceived by the textile entrepreneurs belong to the age group of below 25 years ranged between 42 and 71 with an average of 56.2. The respondents with the age group of 26-35 years revealed their level of satisfaction ranged between 41 and 70 with an average of 56.2. The level of satisfaction perceived by the textile entrepreneurs of 36-45 years age group ranged between 36 and 74 with an average of 57.5 and the level of satisfaction perceived by the entrepreneurs of above 45 years age group ranged between 41 and 69 with an average of 55.7. It was found from the analysis that the maximum level of satisfaction perceived by the textile entrepreneurs was among the age group between 36 and 45 years.

With a view to find the degree of association between age of the respondents and their level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.
TABLE NO. 4.22
AGE AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Age</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low (low)</td>
<td>Medium (medium)</td>
</tr>
<tr>
<td>1.</td>
<td>Below 25 years</td>
<td>58 (21.0)</td>
<td>105 (38.0)</td>
</tr>
<tr>
<td>2.</td>
<td>26-35 years</td>
<td>80 (20.7)</td>
<td>139 (35.9)</td>
</tr>
<tr>
<td>3.</td>
<td>36-45 years</td>
<td>34 (17.3)</td>
<td>61 (31.0)</td>
</tr>
<tr>
<td>4.</td>
<td>Above 45 years</td>
<td>35 (25.0)</td>
<td>57 (40.7)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>207</td>
<td>362</td>
</tr>
</tbody>
</table>

It is surmised from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (51.8%) among the respondents of 36-45 years age group and the same was the lowest (34.3%) among the respondents having above 45 years age group. The percentage of medium level of satisfaction perceived by the textile entrepreneurs was the highest (40.7%) among the respondents of above 45 years of age category and the same was the lowest (31.0%) among the respondents of 36-45 years category. The percentage of low level of satisfaction perceived by the respondents was the highest (25.0%) among the respondents of above 45 years of age category and the same was the lowest (17.3%) among the respondents of 36-45 years.

In order to find the relationship between the age of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.
**H_0**: There is no significant relationship between age of the respondents and their level of satisfaction towards textile business.

**H_1**: There is a close significant relationship between age of the respondents and their level of satisfaction towards textile business.

**TABLE NO.4.23**

**AGE AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>11.210</td>
<td>12.592</td>
<td>6</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

It is evident from the above table that the calculated chi-square value is less than the table value and the result is not significant. Hence, the hypothesis is accepted. From the analysis, it is found that there is no significant relationship between the age of the respondents and their level of satisfaction.

**4.5.2 GENDER AND LEVEL OF SATISFACTION**

Gender-wise discrimination is not practice much in India. Women are given equal rights on par with men. In textile business, women are given equal importance in textile trading and manufacturing. For the purpose of this study, gender has been classified into two strata viz., male and female. The sample consists 674 (67.4%) respondents belonged to male category and 326 (32.6%) respondents belonged to female category.

The distribution of sample respondents according to the gender and their level of the satisfaction perceived on textile business are shown in the following table.
### TABLE NO. 4.24
#### GENDER AND LEVEL OF SATISFACTION

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Gender</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Male</td>
<td>674</td>
<td>67.4</td>
<td>56.8</td>
<td>42.0</td>
<td>74.0</td>
</tr>
<tr>
<td>2.</td>
<td>Female</td>
<td>326</td>
<td>32.6</td>
<td>55.6</td>
<td>36.0</td>
<td>71.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1000</strong></td>
<td></td>
<td><strong>100.0</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be observed from the above table that the level of satisfaction perceived by the textile entrepreneurs by the male respondents ranged between 42 and 74 with an average of 56.8. On the other hand, the level of satisfaction perceived by the female textile entrepreneurs ranged between 36 and 71 with an average of 55.6. From the analysis, it could be inferred that the maximum level of satisfaction towards textile business was among the male respondents in the study area.

With a view to find the degree of association gender of the respondents and their level of satisfaction perceived in the textile business, a two-way table was prepared and it is shown in the following table.

### TABLE NO. 4.25
#### GENDER AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Gender</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>1.</td>
<td>Male</td>
<td>125 (18.5)</td>
<td>235 (34.9)</td>
</tr>
<tr>
<td>2.</td>
<td>Female</td>
<td>82 (25.2)</td>
<td>127 (39.0)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>207</strong></td>
<td><strong>362</strong></td>
</tr>
</tbody>
</table>
It is implied from the table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (46.6%) among the male respondents and the same was the lowest (35.9%) among the female respondents. The percentage of medium level of satisfaction perceived by the textile entrepreneurs was the highest (39.0%) among the female respondents and the lowest (34.9%) among the male respondents. The percentage of low level of satisfaction perceived by the respondents was the highest (25.2%) among the female respondents and the same was the lowest (18.5%) among the male respondents.

In order to find the relationship between the gender of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

\[ H_0 : \text{There is no significant relationship between gender and their level of satisfaction towards textile business.} \]

\[ H_1 : \text{There is a close significant relationship between gender and their level of satisfaction towards textile business.} \]

**TABLE NO.4.26**

**GENDER AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>11.484</td>
<td>9.210</td>
<td>2</td>
<td>Significant at 1% level</td>
</tr>
</tbody>
</table>
It is witnessed from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis is rejected. From this analysis, it is concluded that there is a close significant relationship between the gender of the respondents and their level of satisfaction.

4.5.3 EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

Education shapes the personality and sharpens the mind of an individual. The knowledge acquires in formal education system or informal education. For the purpose of the study, the educational qualification has been classified into three categories namely viz., school level, college level and professional level education. The sample consists 416 (41.6%) respondents have school level education, 329 (32.9%) have college level education and 255 (25.5%) have professional level education.

The distribution of sample respondents according to the educational qualification of the respondents and their level of satisfaction perceived on textile business are shown in the following table.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Educational qualification</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>School</td>
<td>416</td>
<td>41.6</td>
<td>55.6</td>
<td>36.0 - 74.0</td>
<td>6.1</td>
</tr>
<tr>
<td>2.</td>
<td>College</td>
<td>329</td>
<td>32.9</td>
<td>57.1</td>
<td>42.0 - 71.0</td>
<td>5.8</td>
</tr>
<tr>
<td>3.</td>
<td>Professional</td>
<td>255</td>
<td>25.5</td>
<td>56.8</td>
<td>42.0 - 71.0</td>
<td>5.7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1000</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
It could be observed from above table that the level of satisfaction perceived by the textile entrepreneurs of school level ranged between 36 and 74 with an average of 55.6. It could also be analysed that the level of satisfaction revealed by the respondents of college level ranged between 42 and 71 with an average of 57.1. The level of satisfaction perceived by the textile entrepreneurs of professional level ranged between 42 and 71 with an average of 56.8. From the analysis, it was concluded that the maximum level of satisfaction perceived textile entrepreneurs of college level.

With a view to find the degree of association the educational qualification and level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.

**TABLE NO.4.28**

**EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION**

**(TWO-WAY TABLE)**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Educational qualification</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low (24.5)</td>
<td>Medium (36.5)</td>
</tr>
<tr>
<td>1.</td>
<td>School</td>
<td>102</td>
<td>152</td>
</tr>
<tr>
<td>2.</td>
<td>College</td>
<td>56 (17.0)</td>
<td>114</td>
</tr>
<tr>
<td>3.</td>
<td>Professional</td>
<td>49 (19.2)</td>
<td>96</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>207</strong></td>
<td><strong>362</strong></td>
</tr>
</tbody>
</table>

It could be learned from the table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (48.3%) among the respondents of college level category and the lowest (38.9%) among the
respondents of school level category. On the other hand, the percentage of medium level of satisfaction perceived by the textile entrepreneurs was the highest (37.6%) among the respondents of professional and the same was the lowest (34.7%) among the respondents of college level category. The percentage of the low level of satisfaction perceived by the respondents was the highest (24.5%) among the respondents of school level category and the lowest (17.0%) among the respondents of college level category.

In order to find the relationship between the educational qualification of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

\[ H_0 \] : There is no significant relationship between educational qualification and their level of satisfaction towards textile business.

\[ H_1 \] : There is a close significant relationship between educational qualification and their level of satisfaction towards textile business.

**TABLE NO.4.29**

**EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational qualification</td>
<td>9.488</td>
<td>9.488</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

It is divulged from the table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis is
rejected. From the analysis, it is concluded that there is a close significant relationship between educational qualification of the respondents and their level of satisfaction.

4.5.4 MARITAL STATUS AND LEVEL OF SATISFACTION

The marriage is an auspicious function and unforgettable event in human life. Marriage is a main source and supporting to young textile entrepreneurs through the bride and relative of bride. For the purpose of this study, marital status has been studied under two categories namely married and unmarried. The sample consists 408 (40.8%) unmarried respondents and 592 (59.2%) married category.

The distribution of sample respondents according to the marital status of the respondents and their level of satisfaction perceived on textile business are shown in the following table.

<table>
<thead>
<tr>
<th>TABLE NO.4.30</th>
<th>MARITAL STATUS AND LEVEL OF SATISFACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>S.No.</td>
<td>Marital status</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
</tr>
<tr>
<td>1.</td>
<td>Unmarried</td>
</tr>
<tr>
<td>2.</td>
<td>Married</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

It could be inferred from the above table that the level of satisfaction perceived by the unmarried respondents ranged between 36 and 71 with an average of 55.8 and the married respondents ranged between 41 and 74 with an average of 56.8.
From the analysis, it was concluded that the maximum level of satisfaction perceived by married textile entrepreneurs.

With a view to find the degree of association between the marital status and level of satisfaction perceived in the textile business, a two-way table was prepared and it is shown in the following table.

### TABLE NO.4.31
MARITAL STATUS AND LEVEL OF SATISFACTION  
(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Marital status</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>1.</td>
<td>Unmarried</td>
<td>101</td>
<td>152</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(24.8)</td>
<td>(37.3)</td>
</tr>
<tr>
<td>2.</td>
<td>Married</td>
<td>106</td>
<td>210</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(17.9)</td>
<td>(35.5)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>207</td>
<td>362</td>
</tr>
</tbody>
</table>

It is highlighted from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (46.6%) among the married respondents and the lowest (38.0%) among the unmarried respondents. On the other hand, the percentage of medium level of satisfaction perceived by the respondents was the highest (37.3%) among the unmarried respondents and the lowest (35.5%) among the married respondents. Finally, the percentage of the low level of satisfaction was the highest (24.8%) among the unmarried respondents and the lowest (17.9%) among the respondents of married category.

In order to find the relationship between the marital status of the respondents and their level of satisfaction in textile business, the following null hypothesis was
framed and tested with the help of Chi-square test and the result is shown in the following table.

**Hₐ** : There is no significant relationship between marital status and their level of satisfaction towards textile business.

**H₁** : There is a close significant relationship between marital status and their level of satisfaction towards textile business.

**TABLE NO.4.32**

**MARITAL STATUS AND LEVEL OF SATISFACTION**

(CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marital status</td>
<td>9.861</td>
<td>9.488</td>
<td>9.210</td>
<td>Significant at 1% level</td>
</tr>
</tbody>
</table>

It is observed from the table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between marital status of the respondents and their level of satisfaction.

**4.5.5 SIZE OF THE FAMILY AND LEVEL OF SATISFACTION**

The size of the family is one of the important factors to attain success in the textile business. If family having more number of dependents, it incurred more expenses vis-a-versa. Even though, the small family is having limited expenses and having opportunity to generate more savings. For the purpose of the study, the size of the family has been classified into three categories namely small, medium and large
family. The sample consists 289 (28.9\%) respondents belonged to small family (Upto 3 members), 316 (31.6\%) respondents belonged to medium family (4-5 members) and 395 (39.5\%) respondents belonged to large size of family (above 5 members).

The distribution of sample respondents according to the size of the family and their level of satisfaction perceived on textile business are shown in the following table.

**TABLE NO. 4.33**

**SIZE OF THE FAMILY AND LEVEL OF SATISFACTION**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>No. of Dependents</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Small family (Upto 3 members)</td>
<td>289</td>
<td>28.9</td>
<td>56.3</td>
<td>36.0</td>
<td>70.0</td>
</tr>
<tr>
<td>2.</td>
<td>Medium family (4-5 members)</td>
<td>316</td>
<td>31.6</td>
<td>56.7</td>
<td>41.0</td>
<td>74.0</td>
</tr>
<tr>
<td>3.</td>
<td>Large family (Above 5 members)</td>
<td>395</td>
<td>39.5</td>
<td>56.2</td>
<td>41.0</td>
<td>71.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1000</td>
<td></td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be observed from the above table that the level of satisfaction perceived by the respondents of upto 3 dependents in a family ranged between 36 and 70 with an average of 56.3. The level of satisfaction perceived by the respondents of 4-5 dependents in a family ranged between 41 and 74 with an average of 56.7. On the other hand, the level of satisfaction experienced by the respondents of above 5 dependents in a family ranged between 41 and 71 with an average of 56.2. It was concluded from the analysis that maximum level of satisfaction perceived by respondents of 4-5 members in a family.
With a view to find the degree of association between the size of the family and level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.

**TABLE NO. 4.34**
**SIZE OF THE FAMILY AND LEVEL OF SATISFACTION**
**(TWO-WAY TABLE)**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>No. of Dependents</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>1.</td>
<td>Upto 3 members</td>
<td>65 (22.5)</td>
<td>96 (33.2)</td>
</tr>
<tr>
<td>2.</td>
<td>4-5 members</td>
<td>76 (24.1)</td>
<td>97 (30.7)</td>
</tr>
<tr>
<td>3.</td>
<td>Above 5 members</td>
<td>66 (16.7)</td>
<td>169 (42.8)</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>207</strong></td>
<td><strong>362</strong></td>
</tr>
</tbody>
</table>

It is indicated from the above table that the percentage of high level of satisfaction perceived textile entrepreneurs was the highest (45.3%) among the respondents of 4-5 dependents in a family and the same was the lowest (40.5%) among the respondent of above 5 dependents in a family. Similarly, the percentage of medium level of satisfaction perceived by the respondents was the highest (42.8%) among the respondents of above 5 dependents and the same was the lowest (30.7%) among the respondents of 4-5 members in a family. On the other hand, the percentage of low level of satisfaction perceived by the textile entrepreneurs was the highest (24.1%) among 4-5 dependents in a family and same was the lowest (16.7%) among the above 5 dependents in a family.
In order to find the relationship between the size of the family of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

\[ H_0 : \text{There is no significant relationship between size of the family and their level of satisfaction towards textile business.} \]

\[ H_1 : \text{There is a close significant relationship between size of the family and their level of satisfaction towards textile business.} \]

**TABLE NO. 4.35**

**SIZE OF THE FAMILY AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size of the family</td>
<td>14.338</td>
<td>13.276</td>
<td>4</td>
<td>Significant at 1% level</td>
</tr>
</tbody>
</table>

It is witnessed from the table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between size of the family of the respondents and their level of satisfaction.

4.5.6 **MONTHLY INCOME AND LEVEL OF SATISFACTION**

The income is a main source to fulfill the needs and wants of an individual needs. The respect and reorganization in the society is determined based on the income generating capacity of the entrepreneur. For the purpose of this study,
monthly income has been studied into four groups viz., below Rs.10000, between Rs.10000 and 20000, between 20000 and 30000 and above Rs.30000. The sample consists 249 (24.9%) respondents are earning below Rs.10000, 305 (30.5%) respondents are earning Rs.10000-20000, 341 (34.1%) respondents are earning Rs.20000-30000 and 105 (10.5%) respondents are earning above Rs.30000.

The distribution of sample respondents according to the monthly income of the respondents and their level of satisfaction perceived on textile business are shown in the following table.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Monthly income</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Min</td>
<td>Max</td>
</tr>
<tr>
<td>1.</td>
<td>Below Rs.10000</td>
<td>249</td>
<td>24.9</td>
<td>57.3</td>
<td>36.0</td>
<td>71.0</td>
</tr>
<tr>
<td>2.</td>
<td>Rs.10000-20000</td>
<td>305</td>
<td>30.5</td>
<td>55.9</td>
<td>42.0</td>
<td>71.0</td>
</tr>
<tr>
<td>3.</td>
<td>Rs.20000-30000</td>
<td>341</td>
<td>34.1</td>
<td>56.4</td>
<td>41.0</td>
<td>74.0</td>
</tr>
<tr>
<td>4.</td>
<td>Above Rs.30000</td>
<td>105</td>
<td>10.5</td>
<td>55.7</td>
<td>44.0</td>
<td>69.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be learned from the above table that the level of satisfaction experienced by the respondents of their monthly income of below Rs.10000 ranged between 36 and 71 with an average of 57.3. The level of satisfaction experienced by the respondents of their monthly income between Rs.10000 to Rs.20000 ranged between 42 and 71 with an average of 55.9 and the monthly income of the respondents from Rs.20000-30000 ranged between 41 and 74 with an average of 56.4. On the other hand, the level of satisfaction experienced by the respondents’
monthly income of above Rs.30000 ranged between 44 and 69 with an average of 55.7. From the analysis, it was concluded that the maximum level of satisfaction perceived by the textile entrepreneurs earning their monthly income of below Rs.10000.

With a view to find the degree of association between the monthly income and level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.

**TABLE NO. 4.37**
**MONTHLY INCOME AND LEVEL OF SATISFACTION**
**(TWO-WAY TABLE)**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Monthly income</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below Rs.10000</td>
<td>42 (16.9)</td>
<td>89 (35.7)</td>
<td>118 (47.4)</td>
<td>249</td>
</tr>
<tr>
<td>2.</td>
<td>Rs.10000-20000</td>
<td>82 (26.9)</td>
<td>93 (30.5)</td>
<td>130 (42.6)</td>
<td>305</td>
</tr>
<tr>
<td>3.</td>
<td>Rs.20000-30000</td>
<td>62 (18.2)</td>
<td>135 (39.6)</td>
<td>144 (42.2)</td>
<td>341</td>
</tr>
<tr>
<td>4.</td>
<td>Above Rs.30000</td>
<td>21 (20.0)</td>
<td>45 (42.9)</td>
<td>39 (37.1)</td>
<td>105</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>207</strong></td>
<td><strong>362</strong></td>
<td><strong>431</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

It could be explained from the above table that the percentage of high level of satisfaction towards textile entrepreneurs was the highest (47.4%) among the respondents of their monthly income of below Rs.10000 and the same was the lowest (37.1%) among the respondents of their monthly income of above Rs. 30000. Similarly, the percentage of medium level of satisfaction was the highest (42.9%) among the respondents of their monthly income of above Rs.30000 and the same was the lowest (30.5%) among the respondents of their monthly income of Rs.10000-
20000. On the other hand, the percentage of low level of satisfaction was the highest (26.9%) among the respondents of their monthly income of Rs. 10000-20000 and same was the lowest (16.9%) among the respondents of their monthly income as below Rs.10000.

In order to find the relationship between the monthly income of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

H₀ : There is no significant relationship between monthly income and their level of satisfaction towards textile business.

H₁ : There is a close significant relationship between monthly income and their level of satisfaction towards textile business.

### TABLE NO.4.38
MONTHLY INCOME AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Income</td>
<td>15.604</td>
<td>12.592</td>
<td>6</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

It is examined from the table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between monthly income of the respondents and their level of satisfaction.
4.5.7  WEALTH POSITION AND LEVEL OF SATISFACTION

The textile entrepreneur earns a flexible income. When the income is at high level, they convert their income into investment particularly in creating fixed assets like land, buildings, etc. This wealth position helps the entrepreneur when they are facing financial crisis in their business. They can show their wealth position and obtained their loans from the banks and other financial institutions. For the purpose of the study, wealth position has been classified with four strata namely below Rs.2 lakhs, between Rs.2-5 lakhs, between Rs.5-10 lakhs and above Rs.10 lakhs. The sample consists 188 (18.8%) respondents are having below Rs.2 lakhs wealth, 327 (32.7%) respondents are having between Rs.2-5 lakhs wealth, 192 (19.2%) of the respondents are having between Rs.5-10 lakhs wealth and 293 (29.3%) of the respondents are having above Rs.10 lakhs wealth.

The distribution of sample respondents according to the wealth position and the level of satisfaction perceived on textile business are shown in the following table.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Wealth position</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below Rs.2 lakhs</td>
<td>188</td>
<td>18.8</td>
<td>55.9</td>
<td>41.0</td>
<td>71.0</td>
</tr>
<tr>
<td>2.</td>
<td>Rs.2-5 lakhs</td>
<td>327</td>
<td>32.7</td>
<td>56.3</td>
<td>42.0</td>
<td>74.0</td>
</tr>
<tr>
<td>3.</td>
<td>Rs.5-10 lakhs</td>
<td>192</td>
<td>19.2</td>
<td>56.3</td>
<td>36.0</td>
<td>70.0</td>
</tr>
<tr>
<td>4.</td>
<td>Above Rs.10 lakhs</td>
<td>293</td>
<td>29.3</td>
<td>56.9</td>
<td>42.0</td>
<td>71.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1000</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
It could be observed from the above table that the level of satisfaction perceived by the respondents whose wealth position as below Rs.2 lakhs ranged between 41 and 71 with an average of 55.9. The level of satisfaction experienced by the respondents who had Rs.2-5 lakhs of their wealth position ranged between 42 and 74 with an average of 56.3 and the level of satisfaction perceived by the respondents whose wealth position as Rs.5-10 lakhs ranged between 36 and 70 with an average of 56.3. On the other hand, the level of satisfaction perceived by the respondents who had above Rs.10 lakhs of their wealth position ranged between 42 and 71 with an average of 56.9. From the analysis, it was concluded that respondents who had their wealth position above Rs.10 lakhs had experienced the maximum level of satisfaction.

With a view to find the degree of association between the wealth position and level of satisfaction perceived in the textile business, a two-way table was prepared and it is shown in the following table.

**TABLE NO. 4.40**

WEALTH POSITION AND LEVEL OF SATISFACTION
(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Wealth position</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low (%)</td>
<td>Medium (%)</td>
</tr>
<tr>
<td>1.</td>
<td>Below Rs.2 lakhs</td>
<td>43 (22.9)</td>
<td>66 (35.1)</td>
</tr>
<tr>
<td>2.</td>
<td>Rs.2-5 lakhs</td>
<td>57 (17.4)</td>
<td>140 (42.8)</td>
</tr>
<tr>
<td>3.</td>
<td>Rs.5-10 lakhs</td>
<td>54 (28.1)</td>
<td>52 (27.1)</td>
</tr>
<tr>
<td>4.</td>
<td>Above Rs.10 lakhs</td>
<td>53 (18.1)</td>
<td>104 (35.5)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>207</td>
<td>362</td>
</tr>
</tbody>
</table>
It could be identified from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (46.4%) among the respondents of their wealth above Rs.10 lakhs and the same was the lowest (39.8%) among the respondents of their wealth Rs.2-5 lakhs. The percentage of medium level of satisfaction perceived by the respondents was the highest (42.8%) among the respondents of their wealth Rs.2-5 lakhs and the same was the lowest (27.1%) among the respondents of their wealth Rs.5-10 lakhs. On the other hand, the percentage of low level of satisfaction perceived by the textile entrepreneurs was the highest (28.1%) among the respondents of their wealth Rs. 5-10 lakh and same was the lowest (17.4%) among the respondents of their wealth Rs.2-5 lakhs.

In order to find the relationship between the wealth position of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

\[ \begin{align*}
H_0 & : \text{ There is no significant relationship between wealth position and their level of satisfaction towards textile business.} \\
H_1 & : \text{ There is a close significant relationship between wealth position and their level of satisfaction towards textile business.}
\end{align*} \]
TABLE NO. 4.41
WEALTH POSITION AND LEVEL OF SATISFACTION
(CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wealth position</td>
<td>18.431</td>
<td>16.811</td>
<td>6</td>
<td>Significant at 1% level</td>
</tr>
</tbody>
</table>

It is revealed from the table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is close significant relationship between wealth position of the respondents and their level of satisfaction.

4.5.8 COMMUNITY AND LEVEL OF SATISFACTION

In our society, the social recognition has been given based on the communal status of an individual. The government comes forward to uplift economically weaker ration of the society through adequate moral and financial support. For the purpose of this study, communal status of the respondents has been classified into four categories namely, OC, BC, MBC and SC/ST community. The sample consists 384 (38.4%) respondents belonging to OC community, 196 (19.6%) respondents belonging to BC community, 213 (21.3%) respondents belonging to MBC community and 207 (20.7%) respondents belonging to SC/ST community.

The distribution of sample respondents according to the community of the respondents and their level of satisfaction perceived on textile business are shown in the following table.
It could be observed from the above table that the level of satisfaction perceived by the respondents belong to OC community ranged between 41 and 70 with an average of 56.5. The level of satisfaction experienced by the textile entrepreneurs belong to BC community ranged between 43 and 71 with an average of 56.7 and the respondents’ level of satisfaction belong to MBC community ranged between 36 and 74 with an average of 56.0. On the other hand, the level of satisfaction perceived by the textile entrepreneurs belong to SC/ST ranged between 41 and 71 with an average of 56.4. From the analysis, it was concluded that respondents belong to BC community had experienced the maximum level of satisfaction.

With a view to find the degree of association between the community and level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Community</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Ave</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>OC</td>
<td>384</td>
<td>38.4</td>
<td>56.5</td>
<td>41.0</td>
<td>70.0</td>
</tr>
<tr>
<td>2.</td>
<td>BC</td>
<td>196</td>
<td>19.6</td>
<td>56.7</td>
<td>43.0</td>
<td>71.0</td>
</tr>
<tr>
<td>3.</td>
<td>MBC</td>
<td>213</td>
<td>21.3</td>
<td>56.0</td>
<td>36.0</td>
<td>74.0</td>
</tr>
<tr>
<td>4.</td>
<td>SC/ST</td>
<td>207</td>
<td>20.7</td>
<td>56.4</td>
<td>41.0</td>
<td>71.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1000</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TABLE NO. 4.43
COMMUNITY AND LEVEL OF SATISFACTION
(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Community</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low (%)</td>
<td>Medium (%)</td>
</tr>
<tr>
<td>1.</td>
<td>OC</td>
<td>78 (20.3)</td>
<td>128 (33.3)</td>
</tr>
<tr>
<td>2.</td>
<td>BC</td>
<td>40 (20.4)</td>
<td>76 (38.8)</td>
</tr>
<tr>
<td>3.</td>
<td>MBC</td>
<td>46 (21.6)</td>
<td>86 (40.4)</td>
</tr>
<tr>
<td>4.</td>
<td>SC/ST</td>
<td>43 (20.8)</td>
<td>72 (34.8)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>207</strong></td>
<td><strong>362</strong></td>
</tr>
</tbody>
</table>

It is inferred from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (46.4%) among the respondents of OC community and the same was the lowest (38.0%) among the respondents of MBC community. The percentage of medium level of satisfaction was the highest (40.4%) among the respondents of MBC community and the same was the lowest (33.3%) among the respondents of OC community. On the other hand, the percentage of low level of satisfaction was the highest (21.6%) among the respondents of MBC community and same was the lowest (20.3%) among the respondents of OC community.

In order to find the relationship between the community of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.
H₀ : There is no significant relationship between community and their level of satisfaction towards textile business.

H₁ : There is a close significant relationship between community and their level of satisfaction towards textile business.

TABLE NO. 4.44
COMMUNITY AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>5.029</td>
<td>12.592</td>
<td>6</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

It is explained from the table that the calculated chi-square value is lesser than the table value and the result is not significant. Hence, the hypothesis is accepted. From the analysis, it is concluded that there is no significant relationship between community of the respondents and their level of satisfaction.

4.5.9 YEAR OF ESTABLISHMENT AND LEVEL OF SATISFACTION

The development of the textile enterprises is studied based on the phenomenal growth after establishing. The higher the period witnessed with rich experience and sustainable development of textile business. In this study, number of years experienced in textile enterprise was studied under three categories viz., below 5 years, between 5-10 years and above 10 years. The sample consists 420 (42.0%) respondents established the textile business before five years, 353 (35.3%) respondents established the textile business between 5 and 10 years and finally 227 (22.7%) respondents established the textile business for above 10 years.
The distribution of sample respondents according to the year of establishment and their level of satisfaction perceived on textile business are shown in the following table.

**TABLE NO. 4.45**

**YEAR OF ESTABLISHMENT AND LEVEL OF SATISFACTION**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Year of establishment</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Ave rage</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>below 5 years</td>
<td>420</td>
<td>42.0</td>
<td>56.1</td>
<td>41.0 - 71.0</td>
<td>5.8</td>
</tr>
<tr>
<td>2.</td>
<td>5-10 years</td>
<td>353</td>
<td>35.3</td>
<td>56.0</td>
<td>41.0 - 71.0</td>
<td>6.0</td>
</tr>
<tr>
<td>3.</td>
<td>Above 10 years</td>
<td>227</td>
<td>22.7</td>
<td>57.5</td>
<td>36.0 - 74.0</td>
<td>5.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1000</strong></td>
<td><strong>100.0</strong></td>
<td><strong>%</strong></td>
<td><strong>Ave rage</strong></td>
<td><strong>Range</strong></td>
</tr>
</tbody>
</table>

It could be analysed from the above table that the level of satisfaction perceived by the textile entrepreneurs established their business for below 5 years ranged between 41 and 71 with an average of 56.1. The level of satisfaction experienced by the respondents established their business between 5 and 10 years ranged between 41 and 71 with an average of 56.0 and the respondents established their business for above 10 years ranged between 36 and 74 with an average of 57.5. From the analysis, it was concluded that the maximum level of satisfaction perceived by the respondents established their textile business for above 10 years.

With a view to find the degree of association between the year of establishment and level of satisfaction perceived in the textile business, a two-way table was prepared and it is shown in the following table.
TABLE NO. 4.46
YEAR OF ESTABLISHMENT AND LEVEL OF SATISFACTION
(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Year of establishment</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low (Percentage)</td>
<td>Medium (Percentage)</td>
</tr>
<tr>
<td>1.</td>
<td>Below 5 years</td>
<td>98 (23.3)</td>
<td>152 (36.2)</td>
</tr>
<tr>
<td>2.</td>
<td>5-10 years</td>
<td>76 (21.5)</td>
<td>131 (37.1)</td>
</tr>
<tr>
<td>3.</td>
<td>Above 10 years</td>
<td>33 (14.5)</td>
<td>79 (34.8)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>207</td>
<td>362</td>
</tr>
</tbody>
</table>

It studied from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (50.7%) among the respondents established their business for above 10 years and the same was the lowest (40.5%) among the respondents established their business for below 5 years. The percentage of medium level of satisfaction was the highest (37.1%) among the respondents established their business between 5-10 years and the same was the lowest (34.8%) among the respondents established their business for above 10 years. On the other hand, the percentage of low level of satisfaction was the highest (23.3%) among the respondents established their business for below 5 years and same was the lowest (14.5%) among the respondents established their business for above 10 years.

In order to find the relationship between the year of establishment of the firm and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.
$H_0$ : There is no significant relationship between year of establishment of the firm and their level of satisfaction towards textile business.

$H_1$ : There is a close significant relationship between year of establishment of the firm and their level of satisfaction towards textile business.

**TABLE NO. 4.47**

**YEAR OF ESTABLISHMENT AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year of establishment</td>
<td>9.822</td>
<td>9.488</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

It is indicated from the table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between year of establishment and their level of satisfaction.

**4.5.10 EXPERIENCE AND LEVEL OF SATISFACTION**

Experience gives the real exposure of textile business, where the person could learn merits and set back in manufacturing and marketing of textile products. An entrepreneur requires both manufacturing and marketing talents in the cut-throat competitive environment. The present study aims to ascertain the previous experience gained by the individual in textile field. For the purpose of this study, experience gained by the individual has been classified into three strata viz., below 5 years experience, between 6 and 10 years experience and above 10 years experience. The sample consists 261(26.1%) respondents having below 5 years experience, 327
(32.7%) respondents having between 6 and 10 years experience and 412 (41.2%) respondents having more than 10 years experience.

The distribution of sample respondents according to the experience gained by the respondents and their level of satisfaction perceived on textile business are shown in the following table.

**TABLE NO. 4.48**

**EXPERIENCE IN TEXTILE AND LEVEL OF SATISFACTION**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Experience</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below 5 years</td>
<td>261</td>
<td>26.1</td>
<td>56.5</td>
<td>42.0</td>
<td>74.0</td>
</tr>
<tr>
<td>2.</td>
<td>6-10 years</td>
<td>327</td>
<td>32.7</td>
<td>55.8</td>
<td>36.0</td>
<td>70.0</td>
</tr>
<tr>
<td>3.</td>
<td>Above 10 years</td>
<td>412</td>
<td>41.2</td>
<td>57.0</td>
<td>41.0</td>
<td>71.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>1000</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be identified from the above table that the level of satisfaction perceived by the textile entrepreneurs who gained below 5 years experience ranged between 42 and 74 with an average of 56.5. The level of satisfaction and their experience gained in textile business between 6 and 10 years ranged between 36 and 70 with an average of 55.8. The level of satisfaction perceived by the respondents and their experience gained in textile business for above 10 years ranged between 41 and 71 with an average of 57.0. It found from the analysis that the maximum level of satisfaction perceived by the textile entrepreneurs who gained their experience for above 10 years in their business.
With a view to find the degree of association between the experience in textile business and level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.

**TABLE NO. 4.49**

**EXPERIENCE IN TEXTILE AND LEVEL OF SATISFACTION**

(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Experience</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low  ( % )</td>
<td>Medium ( % )</td>
</tr>
<tr>
<td>1.</td>
<td>Below 5 years</td>
<td>48 (18.4)</td>
<td>86 (33.0)</td>
</tr>
<tr>
<td>2.</td>
<td>6-10 years</td>
<td>82 (25.1)</td>
<td>132 (40.4)</td>
</tr>
<tr>
<td>3.</td>
<td>Above 10 years</td>
<td>77 (18.7)</td>
<td>144 (35.0)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>207</td>
<td>362</td>
</tr>
</tbody>
</table>

It could be studied from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (48.7%) among the respondents who gained for below 5 years experience and the same was the lowest (34.6%) among the respondents who gained 6-10 years experience. The percentage of medium level of satisfaction was the highest (40.4%) among the respondents who gained 6-10 years experience and the same was the lowest (33.0%) among the respondents who gained below 5 years experience. On the other hand, the percentage of low level of satisfaction was the highest (25.1%) among the respondents who gained between 6 and 10 years experience and same was the lowest (18.4%) among the respondents who gained below 5 years experience in textile business.
In order to find the relationship between the experience of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

**H\(_0\)** : There is no significant relationship between experience and their level of satisfaction towards textile business.

**H\(_1\)** : There is a close significant relationship between experience and their level of satisfaction towards textile business.

**TABLE NO. 4.50**  
**EXPERIENCE IN TEXTILE AND LEVEL OF SATISFACTION**  
**(CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated ( \chi^2 ) Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience</td>
<td>15.435</td>
<td>13.276</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

It is noted from the table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between experience in textile industry and their level of satisfaction.

**4.5.11 METHOD OF BUSINESS AND LEVEL OF SATISFACTION**

The method of textile business operations has been studied into two categories namely wholesale and retail business. The sample consists 658 (65.8%) respondents dealing wholesale textile trading and 342 (34.2%) respondents dealing retail textile industry.
The distribution of sample respondents according to the method of business and their level of satisfaction perceived on textile business are shown in the following table.

### TABLE NO. 4.51

**METHOD OF BUSINESS AND LEVEL OF SATISFACTION**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Method of business</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wholesale</td>
<td>658</td>
<td>65.8</td>
<td>56.5</td>
<td>41.0</td>
<td>70.0</td>
</tr>
<tr>
<td>2.</td>
<td>Retail</td>
<td>342</td>
<td>34.2</td>
<td>56.2</td>
<td>36.0</td>
<td>74.0</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
<td><strong>100.0</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be identified from the above table that the level of satisfaction perceived by the textile entrepreneurs of wholesale business ranged between 41 and 70 with an average of 56.5 and the level of satisfaction of the respondents in retail business ranged between 36 and 74 with an average of 56.2. From the analysis, it opined that the maximum level of satisfaction perceived by the textile entrepreneurs of wholesale business.

With a view to find the degree of association between the method of business and level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.
TABLE NO. 4.52
METHOD OF BUSINESS AND LEVEL OF SATISFACTION
(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Method of business</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>1.</td>
<td>Wholesale</td>
<td>124</td>
<td>254</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(18.8)</td>
<td>(38.6)</td>
</tr>
<tr>
<td>2.</td>
<td>Retail</td>
<td>83</td>
<td>108</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(24.3)</td>
<td>(31.6)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>207</td>
<td>362</td>
</tr>
</tbody>
</table>

It could be observed from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (44.2%) among retail business and the same was the lowest (42.6%) among wholesale business. The percentage of medium level of satisfaction perceived by the respondents was the highest (38.6%) among wholesale business and the same was the lowest (31.6%) among retail business. On the other hand, the percentage of low level of satisfaction was the highest (24.3%) among retail business and same was the lowest (18.8%) among wholesale business.

In order to find the relationship between the method of business of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

\[ H_0 : \text{There is no significant relationship between method of business and their level of satisfaction towards textile business.} \]

\[ H_1 : \text{There is a close significant relationship between method of business and their level of satisfaction towards textile business.} \]
TABLE NO. 4.53
METHOD OF BUSINESS AND LEVEL OF SATISFACTION
(CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Method of business</td>
<td>6.398</td>
<td>5.991</td>
<td>2</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

It is evident from the table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between method of business and their level of satisfaction.

4.5.12 NATURE OF BUSINESS AND LEVEL OF SATISFACTION

The textile business activity was studied in the study area under two major classification viz., manufacturing and trading. The entrepreneurs who have involved in manufacturing activities are highly accountable to produce a good quality of products. And the entrepreneurs who have concentrated in trading cross the border and generate a good profit with high risks. The sample consists 453 (45.3%) respondents involving in textile manufacturing activities and 547 (54.7%) respondents concentrating in textile trading business.

The distribution of sample respondents according to the nature of business and their level of satisfaction perceived on textile business are shown in the following table.
TABLE NO. 4.54

NATURE OF BUSINESS AND LEVEL OF SATISFACTION

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Nature of business</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Ave</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Min</td>
<td>Max</td>
</tr>
<tr>
<td>1.</td>
<td>Manufacturing</td>
<td>453</td>
<td>45.3</td>
<td>56.6</td>
<td>41.0</td>
<td>70.0</td>
</tr>
<tr>
<td>2.</td>
<td>Trading</td>
<td>547</td>
<td>54.7</td>
<td>56.3</td>
<td>36.0</td>
<td>74.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1000</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be explained from the above table that the level of satisfaction perceived by the textile entrepreneurs involved in manufacturing business ranged between 41 and 70 with an average of 56.6 and the level of satisfaction of the respondents in trading business ranged between 36 and 74 with an average of 56.3. From the analysis, it noted that maximum level of satisfaction perceived by the textile entrepreneurs who involved in manufacturing business.

With a view to find the degree of association between the nature of business and level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.

TABLE NO. 4.55

NATURE OF BUSINESS AND LEVEL OF SATISFACTION
(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Nature of business</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(23.2)</td>
<td>(32.0)</td>
</tr>
<tr>
<td>1.</td>
<td>Manufacturing</td>
<td>105</td>
<td>145</td>
</tr>
<tr>
<td>2.</td>
<td>Trading</td>
<td>102</td>
<td>217</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(18.6)</td>
<td>(39.7)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>207</td>
<td>362</td>
</tr>
</tbody>
</table>
It is studied from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (44.8%) among the respondents who involved in manufacturing business and the same was the lowest (41.7%) among the respondents who involved in trading business. The percentage of medium level of satisfaction was the highest (39.7%) among the respondents who involved in trading business and the same was the lowest (32.0%) among the respondents who involved in manufacturing business. On the other hand, the percentage of low level of satisfaction perceived by the respondents was the highest (23.2%) among the respondents who involved in manufacturing business and same was the lowest (18.6%) among the respondents who involved in trading business.

In order to find the relationship between the nature of business of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

\[ H_0 \quad : \quad \text{There is no significant relationship between nature of business and their level of satisfaction towards textile business.} \]

\[ H_1 \quad : \quad \text{There is a close significant relationship between nature of business and their level of satisfaction towards textile business.} \]
TABLE NO. 4.56

NATURE OF BUSINESS AND LEVEL OF SATISFACTION
(Chi-Square Test)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature of business</td>
<td>7.040</td>
<td>5.991</td>
<td>2</td>
<td>Significant at 5% Level</td>
</tr>
</tbody>
</table>

It is inferred from the table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between nature of business and their level of satisfaction.

4.5.13 PRODUCTS MANUFACTURING AND TRADING AND LEVEL OF SATISFACTION

The textile entrepreneurs are manufacturing different variety of textile products to withstand in the textile field. In some situation, for the purpose of product diversification, they involved to produce different types of textile products. For the purpose of this study, varieties of products manufacturing and trading have been classified into nine categories namely, yarn, grey, bed sheets and bed spreads, towels and kerchiefs, lungies, dhoties, jamakkalam and sudidhar, sarees and mats and curtains. The sample consists 28 (6.2%) respondents involve in yarn business, 56 (12.4%) respondents involve in grey business, 56 (12.4%) respondents involve in bed sheets and bed spreads business, 71 (15.7%) respondents involve in towels and kerchiefs business, 55 (12.1%) respondents involve in lungies business, 31 (6.8%) respondents involve in dhoties business, 45 (9.9%) respondents involve in
Jamakkalam and Sudidhar business, 76 (16.8%) respondents involve in sarees business and 35 (7.7%) respondents involve in mats and curtains business.

The distribution of sample respondents according to the product manufacturing and trading and their level of satisfaction perceived on textile business are shown in the following table.

**TABLE NO. 4.57**

**PRODUCTS MANUFACTURING AND TRADING AND LEVEL OF SATISFACTION**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Products manufacturing</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Yarn</td>
<td>28</td>
<td>6.2</td>
<td>57.6</td>
<td>47.0</td>
<td>68.0</td>
</tr>
<tr>
<td>2.</td>
<td>Grey</td>
<td>56</td>
<td>12.4</td>
<td>56.0</td>
<td>42.0</td>
<td>74.0</td>
</tr>
<tr>
<td>3.</td>
<td>Bed sheets and Bedspreads</td>
<td>56</td>
<td>12.4</td>
<td>55.8</td>
<td>42.0</td>
<td>70.0</td>
</tr>
<tr>
<td>4.</td>
<td>Towels and Kerchiefs</td>
<td>71</td>
<td>15.7</td>
<td>56.3</td>
<td>43.0</td>
<td>71.0</td>
</tr>
<tr>
<td>5.</td>
<td>Lungies</td>
<td>55</td>
<td>12.1</td>
<td>55.6</td>
<td>41.0</td>
<td>70.0</td>
</tr>
<tr>
<td>6.</td>
<td>Dhoties</td>
<td>31</td>
<td>6.8</td>
<td>55.7</td>
<td>43.0</td>
<td>67.0</td>
</tr>
<tr>
<td>7.</td>
<td>Jamakkalam and Sudidhar</td>
<td>45</td>
<td>9.9</td>
<td>57.6</td>
<td>41.0</td>
<td>71.0</td>
</tr>
<tr>
<td>8.</td>
<td>Sarees</td>
<td>76</td>
<td>16.8</td>
<td>56.4</td>
<td>36.0</td>
<td>71.0</td>
</tr>
<tr>
<td>9.</td>
<td>Mats and Curtains</td>
<td>35</td>
<td>7.7</td>
<td>57.4</td>
<td>43.0</td>
<td>67.0</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>453</strong></td>
<td><strong>100.0</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be observed from the above table that the level of satisfaction perceived towards textile entrepreneurs involved in yarn manufacturing business ranged between 47 and 68 with an average of 57.6 and the level of satisfaction
towards grey manufacturing business ranged between 42 and 74 with an average of 56.0. The level of satisfaction perceived by the respondents involved in Bed sheets and bed spreads manufacturing business ranged between 42 and 70 with an average of 55.8 and the manufacturing of towels and kerchiefs manufacturing business ranged between 43 and 71 with an average of 56.3. The level of satisfaction perceived by the textile entrepreneurs involved in lungies manufacturing business ranged between 41 and 70 with an average of 55.6 and the manufacturing of dhoties ranged between 43 and 67 with an average of 55.7. The level of satisfaction perceived by the respondents involved in Jamakkalam & Sudidhar manufacturing business ranged between 41 and 71 with an average of 57.6 and the manufacturing of sarees ranged between 36 and 71 with an average of 56.4. The level of satisfaction perceived by the respondents involved in mats and curtains manufacturing business ranged between 43 and 67 with an average of 57.4. From the analysis, it concluded that the maximum level of satisfaction perceived by the textile entrepreneurs involved in Yarn, Jamakkalam and Sudidhar manufacturing business.

With a view to find the degree of association between the products manufacturing and trading and their level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.
TABLE NO. 4.58
PRODUCTS MANUFACTURING AND TRADING AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Products manufacturing</th>
<th>Level of satisfaction</th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Yarn</td>
<td>4 (14.3)</td>
<td>11 (39.3)</td>
<td>13 (46.4)</td>
<td>28</td>
</tr>
<tr>
<td>2.</td>
<td>Grey</td>
<td>12 (21.4)</td>
<td>23 (41.1)</td>
<td>21 (37.5)</td>
<td>56</td>
</tr>
<tr>
<td>3.</td>
<td>Bed sheets and Bedspreads</td>
<td>11 (19.6)</td>
<td>23 (41.1)</td>
<td>22 (39.3)</td>
<td>56</td>
</tr>
<tr>
<td>4.</td>
<td>Towels and Kerchiefs</td>
<td>8 (11.3)</td>
<td>34 (47.9)</td>
<td>29 (40.8)</td>
<td>71</td>
</tr>
<tr>
<td>5.</td>
<td>Lungies</td>
<td>11 (20.0)</td>
<td>18 (32.7)</td>
<td>26 (47.3)</td>
<td>55</td>
</tr>
<tr>
<td>6.</td>
<td>Dhoties</td>
<td>9 (29.0)</td>
<td>8 (25.8)</td>
<td>14 (45.2)</td>
<td>31</td>
</tr>
<tr>
<td>7.</td>
<td>Jamakkalam and Sudidhar</td>
<td>5 (11.1)</td>
<td>12 (26.7)</td>
<td>28 (62.2)</td>
<td>45</td>
</tr>
<tr>
<td>8.</td>
<td>Sarees</td>
<td>25 (32.9)</td>
<td>20 (26.3)</td>
<td>31 (40.8)</td>
<td>76</td>
</tr>
<tr>
<td>9.</td>
<td>Mats and Curtains</td>
<td>7 (20.0)</td>
<td>9 (25.7)</td>
<td>19 (54.3)</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>92</strong></td>
<td><strong>158</strong></td>
<td><strong>203</strong></td>
<td><strong>453</strong></td>
</tr>
</tbody>
</table>

It studied from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (62.2%) among the manufacture of jamakkalam and sudidhar and the same was the lowest (37.5%) among the manufacture of grey. The percentage of medium level of satisfaction was the highest (47.9%) among the manufacture of towels and kerchiefs and the same was the lowest (25.7%) among the manufacture of mats and curtains. On the other hand, the percentage of low level of satisfaction was the highest (32.9%) among the manufacture of sarees and same was the lowest (11.1%) among the manufacture of jamakkalam and sudidhar in textile business.
In order to find the relationship between the products manufacturing and trading and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

H₀ : There is no significant relationship between the products manufacturing and trading and their level of satisfaction towards textile business.

H₁ : There is a close significant relationship between the products manufacturing and trading and their level of satisfaction towards textile business.

<table>
<thead>
<tr>
<th>TABLE NO. 4.59</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRODUCTS MANUFACTURING AND TRADING AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products manufacturing</td>
<td>26.730</td>
<td>26.296</td>
<td>16</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

It is understand from the table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between products manufacturing and trading and their level of satisfaction.
4.5.14 TYPE OF FIRM AND LEVEL OF SATISFACTION

The type of firm was studied by relating three major classification viz., sole proprietorship, partnership and private limited company. The indigenous success and level of satisfaction arrived by the respondents was ascertained in this study. The sample consists 262 (26.2%) respondents operating the textile business as sole proprietors, 429 (42.9%) respondents running textile business with partnership and 309 (30.9%) respondents change the status of their firms as private limited company.

The distribution of sample respondents according to the type of firm and their level of satisfaction perceived on textile business are shown in the following table.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Type of firm</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Ave Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Sole proprietorship</td>
<td>262</td>
<td>26.2</td>
<td>56.3</td>
<td>42.0</td>
<td>71.0</td>
</tr>
<tr>
<td>2.</td>
<td>Partnership</td>
<td>429</td>
<td>42.9</td>
<td>56.2</td>
<td>41.0</td>
<td>70.0</td>
</tr>
<tr>
<td>3.</td>
<td>Private Limited Company</td>
<td>309</td>
<td>30.9</td>
<td>56.8</td>
<td>36.0</td>
<td>74.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1000</strong></td>
<td><strong>100.0</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be studied from the above table that level of satisfaction perceived by the textile entrepreneurs operating their textile business as sole proprietorship ranged between 42 and 71 with an average of 56.3 and the level of satisfaction perceived by the respondents running the textile business with partnership ranged between 41 and 70 with an average of 56.2. The level of satisfaction perceived by the textile
entrepreneurs change the status of their firm as private limited company ranged between 36 and 74 with an average of 56.8. From the analysis, it was noted that the maximum level of satisfaction perceived by the textile entrepreneurs of their firm as private limited company.

With a view to find the degree of association between the type of firm and level of satisfaction perceived in the textile business, a two-way table was prepared and it is shown in the following table.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Type of firm</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low (22.1)</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Sole proprietorship</td>
<td>58</td>
<td>109</td>
</tr>
<tr>
<td></td>
<td></td>
<td>95 (36.3)</td>
<td>262</td>
</tr>
<tr>
<td></td>
<td></td>
<td>High (41.6)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Partnership</td>
<td>79 (18.4)</td>
<td>175</td>
</tr>
<tr>
<td></td>
<td></td>
<td>175 (40.8)</td>
<td>429</td>
</tr>
<tr>
<td></td>
<td></td>
<td>High (40.8)</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Private Limited Company</td>
<td>70 (22.7)</td>
<td>92</td>
</tr>
<tr>
<td></td>
<td></td>
<td>147 (47.6)</td>
<td>309</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medium (29.8)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>207</td>
<td>431</td>
</tr>
</tbody>
</table>

It is observed from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (47.6%) among the respondents running the textile business as private limited company and the same was the lowest (40.8%) among the respondents running the textile business with partnership business. The percentage of medium level of satisfaction was the highest (40.8%) among the respondents running the textile business with partnership business and the same was the lowest (29.8%) among the respondents running the textile
business as private limited company. On the other hand, the percentage of low level of satisfaction was the highest (22.7%) among the respondents running the textile business as private limited company and same was the lowest (18.4%) among the respondents running the textile business with partnership.

In order to find the relationship between the type of the firm of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

\[ H_0 : \text{There is no significant relationship between type of the firm and their level of satisfaction towards textile business.} \]

\[ H_1 : \text{There is a close significant relationship between type of the firm and their level of satisfaction towards textile business.} \]

**TABLE NO. 4.62**  
**TYPE OF FIRM AND LEVEL OF SATISFACTION**  
**(CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of firm</td>
<td>9.488</td>
<td>10.039</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

It is identified from the table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between type of firm and their level of satisfaction.
The finance is the life blood of any business. The textile manufacturing and trading require heavy capital investments. The amount of capital invested shows the prosperity of operating the textile business. For the purpose of the study, capital invested in the textile business was studied under the classification viz., below 10 lakhs investment, 11 to 20 lakhs investment and above 20 lakhs investment. The sample consists 319 (31.9%) respondents have invested their capital below 10 lakhs, 405 (40.5%) respondents have invested their capital between 11 and 20 lakhs and finally 276 (27.6%) respondents have invested their capital for above 20 lakhs.

The distribution of sample respondents according to the capital investment and their level of satisfaction perceived on textile business are shown in the following table.

### TABLE NO. 4.63

**CAPITAL INVESTMENT AND LEVEL OF SATISFACTION**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Capital investment</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below Rs.10 Lakhs</td>
<td>319</td>
<td>31.9</td>
<td>56.2</td>
<td>36.0</td>
<td>71.0</td>
</tr>
<tr>
<td>2.</td>
<td>Rs.11-20 lakhs</td>
<td>405</td>
<td>40.5</td>
<td>56.5</td>
<td>41.0</td>
<td>71.0</td>
</tr>
<tr>
<td>3.</td>
<td>Above Rs.20 lakhs</td>
<td>276</td>
<td>27.6</td>
<td>56.4</td>
<td>42.0</td>
<td>74.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1000</strong></td>
<td><strong>100.0</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be determined from the above table that the level of satisfaction perceived by the textile entrepreneurs invested their capital for below Rs.10 lakhs ranged between 36 and 71 with an average of 56.2 and the level of satisfaction perceived by the respondents invested their capital between Rs.11 and 20 lakhs...
ranged between 41 and 71 with an average of 56.5. The level of satisfaction perceived by the textile entrepreneurs invested their capital above Rs.20 lakhs ranged between 42 and 74 with an average of 56.4. From the analysis, it was stated that the maximum level of satisfaction perceived by the textile entrepreneurs invested their capital between Rs.11 and 20 lakhs in textile business.

With a view to find the degree of association between the capital investment and level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.

**TABLE NO. 4.64**

CAPITAL INVESTMENT AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Capital investment</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium (23.2)</td>
</tr>
<tr>
<td>1.</td>
<td>Below Rs.10 Lakhs</td>
<td>74</td>
<td>103 (32.3)</td>
</tr>
<tr>
<td>2.</td>
<td>Rs.11-20 lakhs</td>
<td>65</td>
<td>169 (41.7)</td>
</tr>
<tr>
<td>3.</td>
<td>Above Rs.20 lakhs</td>
<td>68</td>
<td>90 (32.6)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>207</td>
<td>362</td>
</tr>
</tbody>
</table>

It could be revealed from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (44.5%) among the respondents invested their capital for below Rs. 10 lakhs and the same was the lowest (42.2%) among the respondents invested their capital between Rs.11-20 lakhs. The percentage of medium level of satisfaction was the highest (41.7%) among the respondents invested their capital between Rs.11-20 lakhs and the same was the
lowest (32.3%) among the respondents invested their capital below Rs.10 lakhs. On the other hand, the percentage of low level of satisfaction was the highest (24.6%) among the respondents invested their capital above Rs.20 lakhs and same was the lowest (16.0%) among the respondents invested their capital between Rs.11-20 lakhs.

In order to find the relationship between the capital investment of the respondents and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

\[ H_0 : \text{There is no significant relationship between capital investment and their level of satisfaction towards textile business.} \]

\[ H_0 : \text{There is a close significant relationship between capital investment and their level of satisfaction towards textile business.} \]

**TABLE NO. 4.65**

**CAPITAL INVESTMENT AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital investment</td>
<td>13.239</td>
<td>9.488</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

It is explained from the table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis is rejected. From the analysis, it is concluded that there is a close significant relationship between capital investment and their level of satisfaction.
4.5.16 NUMBER OF EMPLOYEES AND LEVEL OF SATISFACTION

The number of employees is engaged and their level of satisfaction. The textile entrepreneurs have appointed the required number of employees as per the volume of business turnover. For the purpose of the this study, the number of employees appointed by the entrepreneur was studied under three classifications viz., upto 10 employees, 11-20 employees and above 20 employees. The sample consists 283 (28.3%) respondents have appointed upto ten employees in their firm, 395 (39.5%) respondents have appointed between 11 and 20 employees and 322 (32.2%) respondents have appointed more than 20 employees.

The distribution of sample respondents according to the number of employees and their level of satisfaction perceived on textile business are shown in the following table.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Number of Employees</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Ave</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Min</td>
</tr>
<tr>
<td>1.</td>
<td>Upto 10 employees</td>
<td>283</td>
<td>28.3</td>
<td>56.1</td>
<td>41.0</td>
</tr>
<tr>
<td>2.</td>
<td>11-20 employees</td>
<td>395</td>
<td>39.5</td>
<td>56.6</td>
<td>36.0</td>
</tr>
<tr>
<td>3.</td>
<td>Above 20 employees</td>
<td>322</td>
<td>32.2</td>
<td>56.4</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It could be implied from the above table that the level of satisfaction perceived by the textile entrepreneurs appointed upto 10 employees in their firm ranged between 41 and 71 with an average of 56.1 and the level of satisfaction perceived by the respondents appointed between 11 and 20 employees in their firm ranged between 36 and 71 with an average of 56.6. The level of satisfaction perceived
by the textile entrepreneurs appointed more than 20 employees ranged between 42 and 74 with an average of 56.4. From the analysis, it was noted that the maximum level of satisfaction perceived by the textile employees appointed between 11 and 20 employees in their firm.

With a view to find the degree of association between the number of employees working in the firm and level of satisfaction perceived in the textile business, a two-way table was prepared and it is exhibited in the following table.

**TABLE NO. 4.67**

**NUMBER OF EMPLOYEES AND LEVEL OF SATISFACTION**

**(TWO-WAY TABLE)**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Number of Employees</th>
<th>Level of satisfaction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>1.</td>
<td>Upto 10 employees</td>
<td>70</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(24.7)</td>
<td>(30.7)</td>
</tr>
<tr>
<td>2.</td>
<td>11-20 employees</td>
<td>66</td>
<td>159</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(16.7)</td>
<td>(40.3)</td>
</tr>
<tr>
<td>3.</td>
<td>Above 20 employees</td>
<td>71</td>
<td>116</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(22.0)</td>
<td>(36.0)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>207</strong></td>
<td><strong>362</strong></td>
<td><strong>431</strong></td>
</tr>
</tbody>
</table>

It could be inferred from the above table that the percentage of high level of satisfaction perceived towards textile entrepreneurs was the highest (44.5%) among the respondents appointed upto 10 employees in their firm and the same was the lowest (41.9%) among the respondents appointed above 20 employees in their firm. The percentage of medium level of satisfaction perceived towards textile entrepreneurs was the highest (40.3%) among the respondents appointed between 11-20 employees in their firm and the same was the lowest (30.7%) among the respondents appointed upto 10 employees in their firm. On the other hand, the
percentage of low level of satisfaction was the highest (24.7%) among the respondents appointed upto 10 employees in their firm and same was the lowest (16.7%) among the respondents appointed between 11 and 20 employees in their firm.

In order to find the relationship between the number of employees working in the firm and their level of satisfaction in textile business, the following null hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

\[ \text{H}_0 : \quad \text{There is no significant relationship between number of employees working in the firm and their level of satisfaction towards textile business.} \]

\[ \text{H}_1 : \quad \text{There is a close significant relationship between number of employees working in the firm and their level of satisfaction towards textile business.} \]

**TABLE NO.4.68**

**NUMBER OF EMPLOYEES AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Employees</td>
<td>9.909</td>
<td>9.488</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

It is witnessed from the table that the calculated chi-square value is greater than the table value and the result is significant at 5 % level. Hence, the hypothesis is accepted. From the analysis, it is concluded that there is close significant relationship between number of employees and their level of satisfaction.
4.6 PERCENTAGE ANALYSIS

In this section, percentage analysis was employed to ascertain the results and the details are furnished in the following:

4.6.1 PREVIOUS OCCUPATION OF THE RESPONDENTS

To become an entrepreneur, previous occupation helps them to gain work experience and the entrepreneurs felt convenient to do the business successfully. In this chapter, an attempt was made to identify the entrepreneur’s previous experience. For this purpose, previous experience has been have classified into three categories viz., worked as government employee, private employee and agriculturist. The details are furnished in the following table.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Previous Occupation</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Government Employee</td>
<td>297</td>
<td>29.7</td>
</tr>
<tr>
<td>2</td>
<td>Private Employee</td>
<td>389</td>
<td>38.9</td>
</tr>
<tr>
<td>3</td>
<td>Agriculturist</td>
<td>314</td>
<td>31.4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
</tr>
</tbody>
</table>

It is determined from the above table that 29.7 percent of the respondents worked as government employee in their previous occupation, 38.9 percent of the respondents were worked in the private organization and 31.4 percent of the respondents were basically agriculturist. It is noted from the analysis that majority (38.9%) of the respondents were worked as private employee in their previous occupation.
FIGURE NO.4.3
PREVIOUS OCCUPATION OF THE RESPONDENTS

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Employee</td>
<td>29.7</td>
</tr>
<tr>
<td>Private Employee</td>
<td>38.9</td>
</tr>
<tr>
<td>Agriculturist</td>
<td>31.4</td>
</tr>
</tbody>
</table>
4.6.2 PARENTAL OCCUPATION OF THE RESPONDENTS

Generally, textile business (both manufacturing and trading) has been continued generation to generation. A few entrepreneurs worked in the private organization and they established the textile business in their son’s name. In the present study, the parental occupation was studied and the details are furnished below.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Parental Occupation</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Government Employee</td>
<td>314</td>
<td>31.4</td>
</tr>
<tr>
<td>2</td>
<td>Private Employee</td>
<td>210</td>
<td>21.0</td>
</tr>
<tr>
<td>3</td>
<td>Agriculturist</td>
<td>160</td>
<td>16.0</td>
</tr>
<tr>
<td>4</td>
<td>Business</td>
<td>316</td>
<td>31.6</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

It is surmised from the above table that 31.4 percent of the respondents’ parental occupation was in government service as an employee, 21.0 percent of the respondents’ parental occupation was private employee, 16.0 percent of the respondents’ parental occupation was agriculturist and 31.6 percent of the respondents’ parental occupation was business. It is cleared from the analysis that majority (31.6%) of the respondents’ parental occupation was business.
FIGURE NO. 4.4
PARENTAL OCCUPATION OF THE RESPONDENTS
4.6.3 SOURCES OF CAPITAL INVESTMENT

Capital is the backbone for every business. The entrepreneurs’ style of mobilizing the capital from various sources was studied into two dimensions viz., own fund and borrowed capital. The details are furnished in the following table.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Sources</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Own fund</td>
<td>482</td>
<td>48.2</td>
</tr>
<tr>
<td>2</td>
<td>Borrowed Capital</td>
<td>518</td>
<td>51.8</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

It is observed from the above table that 48.2 percent of the respondents were invested their own fund and 51.8 percent of the respondents were invested borrowed capital. It is determined from the analysis that majority (51.8%) of the respondents were invested borrowed fund in their textile business.
FIGURE NO. 4.5

SOURCES OF BORROWED FINANCE
4.6.4 SOURCES OF BORROWED FINANCE

The entrepreneurs have borrowed the financial requirements from various sources. The initial capital to start the business and the working capital requires for day-to-day operations were obtained from commercial banks or during the emergency period of textile entrepreneurs mobilize the funds from private financiers and financial institutions. The details of funds borrowed from various sources are given in the following table.

TABLE NO. 4.72
SOURCES OF FUNDS BORROWED FROM FINANCIAL INSTITUTIONS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Source</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Commercial banks</td>
<td>290</td>
<td>29.0</td>
</tr>
<tr>
<td>2</td>
<td>Private financiers</td>
<td>345</td>
<td>34.5</td>
</tr>
<tr>
<td>3</td>
<td>Financial Institutions</td>
<td>151</td>
<td>15.1</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>786</strong></td>
<td><strong>78.6</strong></td>
</tr>
</tbody>
</table>

It is obtained from the above table that 29.0 percent of the respondents were obtained the borrowed capital from commercial banks, 34.5 percent of the respondents were mobilized the funds from private financiers and 15.1 percent of the respondents were obtained the borrowed capital from financial institutions. It is implied from the analysis that majority (34.5%) of the respondents were mobilized the funds from private financiers to start their business.
FIGURE NO. 4.6
SOURCES OF FUNDS BORROWED FROM FINANCIAL INSTITUTIONS
4.6.5 SOURCES OF RAW MATERIALS

A good quality of raw materials is very much essential to produce the high quality of textile products. But, it is difficult to get good quality of raw materials within the local area. Hence, the textile entrepreneurs search the raw materials within the State or some time placing the orders outside the State but within the Country or outside the Country. The details of gathering the raw materials from various sources are furnished in the following table.

TABLE NO. 4.73
SOURCES OF RAW MATERIALS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Opinion</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Local</td>
<td>240</td>
<td>24.0</td>
</tr>
<tr>
<td>2</td>
<td>Within the State</td>
<td>235</td>
<td>23.5</td>
</tr>
<tr>
<td>3</td>
<td>Outside the state but within the country</td>
<td>354</td>
<td>35.4</td>
</tr>
<tr>
<td>4</td>
<td>Outside the country</td>
<td>171</td>
<td>17.1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
</tr>
</tbody>
</table>

It is identified from the above table that 24.0 percent of the respondents were got their raw materials in local, 23.5 percent of the respondents were obtained their raw materials within the State, 35.4 percent of the respondents were mobilized the raw materials outside the State but within the Country. On the other hand, 17.1 percent of the respondents were getting their raw materials outside the Country. It is indicated from the analysis that majority (35.4%) of the respondents were getting their raw materials outside the State but within the Country.
FIGURE NO. 4.7

SOURCES OF RAW MATERIALS

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>24</td>
</tr>
<tr>
<td>Within the State</td>
<td>23.5</td>
</tr>
<tr>
<td>Outside the state but within the country</td>
<td>35.4</td>
</tr>
<tr>
<td>Outside the country</td>
<td>17.1</td>
</tr>
</tbody>
</table>
4.6.6 MARKET PLACE FOR PRODUCTS

The entrepreneurs are selecting various geographical segments to sell their various textile products. A few textile entrepreneurs have concentrated in export marketing. In this study, an attempt was made to identify the pattern of marketing their textile products in and around the country. The details are furnished from the following table.

**TABLE NO. 4.74**

MARKET PLACE FOR PRODUCTS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Opinion</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Local</td>
<td>205</td>
<td>20.5</td>
</tr>
<tr>
<td>2</td>
<td>Within the State</td>
<td>410</td>
<td>41.0</td>
</tr>
<tr>
<td>3</td>
<td>Outside the state but within the country</td>
<td>242</td>
<td>24.2</td>
</tr>
<tr>
<td>4</td>
<td>Outside the country</td>
<td>143</td>
<td>14.3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

It is examined from the above table that 20.5 percent of the respondents were marketing their products only in local, 41.0 percent of the respondents were marketing their products within the state, 24.2 percent of the respondents were marketing their products outside the state but within the country and 14.3 percent of the respondents were marketing their products outside the country. It is opined from the analysis that majority (41.0%) of the respondents were marketing their products within the state.
FIGURE NO. 4.8
MARKET PLACE FOR PRODUCTS

Local: 20.5%
Within the State: 41%
Outside the state but within the country: 24.2%
Outside the country: 14.3%
4.6.7 CHECKING OF PRODUCTS

The present day customer is giving more importance for high quality of products. After globalization, many foreign textile companies have launched their business in India. Hence, the textile entrepreneurs in Erode district have appointed a separate cell exclusively for checking their quality of textile products both internally as well externally. The details are furnished in the following table.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Opinion</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Internally</td>
<td>440</td>
<td>44.0</td>
</tr>
<tr>
<td>2</td>
<td>Externally</td>
<td>560</td>
<td>56.0</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

It is explained from the above table that 44.0 percent of the respondents were checking their quality of textile products internally and 56.0 percent of the respondents were checking their quality of textile products externally. It is stated from the analysis that majority (56.0%) of the respondents were checking their quality of textile products externally.
FIGURE NO.4.9
CHECKING OF PRODUCTS

- Externally 56%
- Internally 44%
4.6.8 DIFFICULTY IN MARKETING THE PRODUCTS

The textile entrepreneurs are having sound knowledge in manufacturing the textile goods. But, it is difficult to sell out their goods in the market. Most of them depends only the middlemen for marketing their products. The middlemen dominate the textile market. At this juncture an attempt was made to identify the opinion of the entrepreneur to market their products. For this purpose, a dichotomy test was employed and the details are shown in the following table.

**TABLE NO. 4.76**
DIFFICULTY IN MARKETING THE PRODUCTS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Opinion</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>416</td>
<td>41.6</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>584</td>
<td>58.4</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1000</td>
<td>100.0</td>
</tr>
</tbody>
</table>

It is assumed from the above table that 41.6 percent of the respondents were found difficult to sell out their products in the market and 58.4 percent of the respondents were found no difficult to market their products. It is witnessed from the analysis that majority (58.4%) of the respondents were found no difficulty to sell out their products in the market.
FIGURE NO.4.10
THE RESPONDENTS FIND ANY DIFFICULTY IN MARKETING THE PRODUCTS
4.6.9 RESPONDENTS’ OPINION ON SUCCESSFUL BUSINESS PERFORMANCE

The success rate of entrepreneurs was studied based on their volume of business turnover. In this study, success rate was classified into three strata viz., namely highly successful entrepreneurs, successful entrepreneurs and unsuccessful entrepreneurs. The following table highlights the details of success rate.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Opinion</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly successful</td>
<td>396</td>
<td>39.6</td>
</tr>
<tr>
<td>2</td>
<td>Successful</td>
<td>334</td>
<td>33.4</td>
</tr>
<tr>
<td>3</td>
<td>Unsuccessful</td>
<td>270</td>
<td>27.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
</tr>
</tbody>
</table>

It is observed from the above table that 39.6 percent of the respondents were rated as highly successful entrepreneur based on their volume of business turnover, 53.4 percent of the respondents were rated as successful entrepreneur based on their volume of business turnover and 27.0 percent of the respondents were rated as unsuccessful entrepreneur based on their volume of business turnover. It is concluded from the analysis that majority (39.6%) of the respondents were rated as highly successful entrepreneur based on their volume of business turnover.
FIGURE NO.4.11

RESPONDENTS RATE ABOUT THEMSELVES AS AN ENTREPRENEUR

PERCENTAGE

OPINION

Highly successful: 39.6%
Successful: 33.4%
Unsuccessful: 27%
4.7 HENRY GARRETT RANKING TECHNIQUE

4.7.1 FACTORS MOTIVATING TEXTILE ENTREPRENEURS

Motivation is an important factor to induce the entrepreneurs to run the textile business successfully. Both financial motivation as well as non-financial motivation are very much essential to an individual involve actively in the textile business. The factors motivating textile entrepreneurs to take up entrepreneurship was studied. For this purpose, respondents’ opinion on the following eleven factors has been obtained. They are to get social / economic independence, Education / previous experience, Government policies / assistance / incentives / subsides, To keep myself busy and engaged, To fulfill the ambition of myself / parents, Success stories of role models, To pave the way for the children in the same line, To be authoritative / independent / creative, To take up family business / traditional job and Due to employment. The respondents were asked to rank the above factors in the order of their importance. To identify the most important motivating factors, Henry Garrett Ranking Technique was employed and the details of the ranking of motivating factors are shown in the following table.
**TABLE NO. 4.78**

**FACTORS MOTIVATING TEXTILE ENTREPRENEURS**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Motivational Factors</th>
<th>Mean Score</th>
<th>Total Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>To get social / economic independence</td>
<td>55376</td>
<td>55.4</td>
<td>II</td>
</tr>
<tr>
<td>2</td>
<td>Education / previous experience</td>
<td>53435</td>
<td>53.4</td>
<td>III</td>
</tr>
<tr>
<td>3</td>
<td>Government policies / assistance / incentives / subsides</td>
<td>50842</td>
<td>50.8</td>
<td>V</td>
</tr>
<tr>
<td>4</td>
<td>To keep myself busy and engaged</td>
<td>49196</td>
<td>49.2</td>
<td>VI</td>
</tr>
<tr>
<td>5</td>
<td>To full the ambition of myself / parents</td>
<td>51163</td>
<td>51.2</td>
<td>IV</td>
</tr>
<tr>
<td>6</td>
<td>Success stories of role models</td>
<td>57988</td>
<td>58.0</td>
<td>I</td>
</tr>
<tr>
<td>7</td>
<td>To pave the way for the children in the same line</td>
<td>47108</td>
<td>47.1</td>
<td>VII</td>
</tr>
<tr>
<td>8</td>
<td>To be authoritative / independent / creative</td>
<td>47023</td>
<td>47.0</td>
<td>VIII</td>
</tr>
<tr>
<td>9</td>
<td>To take up family business / traditional job</td>
<td>43467</td>
<td>43.5</td>
<td>X</td>
</tr>
<tr>
<td>10</td>
<td>Due to employment</td>
<td>44385</td>
<td>44.4</td>
<td>IX</td>
</tr>
</tbody>
</table>

It is evident from the above table that the factor is “Success stories of role models” motivated the entrepreneur to start textile manufacturing and business, which was represented with the Garrett score of 57988 points. It is followed by the factors such as “To get social / economic independence” and “Education / previous experience” were ranked in the second and third place with the total score of 55376 and 53435 points respectively. The fourth and fifth rank captures the motivated factors such as “To full the ambition of myself / parents” and “Government policies / assistance / incentives / subsides” with the Garrett score of 51163 and 50842 points respectively. The factors such as “To keep myself busy and engaged”, “To pave the way for the children in the same line”, “To be authoritative / independent / creative”, “Due to employment” were ranked in the sixth, seventh, eighth and ninth positions.
with the Garrett scores of 49196, 47108, 47023 and 44385 points respectively. Lastly, “To take up family business / traditional job” was placed in the tenth rank with the Garrett score of 43467 points. It was found from the analysis that maximum of the respondents are influenced by the factors “Success stories of role models” and “To get social / economic independence” are the main motivation for the entrepreneurs to start and establish the textile business.

4.7.2 REASONS TO BECOME AN ENTREPRENEUR

The individual who has the will and courage to face the risk and lead the life independently to achieve a common goal with the support of a team turned as successful entrepreneur. The entrepreneur likes to provide employment opportunity for the common people and provide the good standard of living through offering and attractive salary. For the purpose of this study, eight unique reasons were taken and their priority was ascertained with the help of Henry Garrett ranking technique. They are earning good profit, did not want to work for others, need for freedom and independent, To make own decisions, Social status, Self-achievement, Confidence in the products / services offered and Threat of losing job. The underneath table shows the ranking position is expressed by the selected sample respondents.
It is learned from the above table that the “Did not want to work for others” factor to start the textile business was ranked first with the Garrett score of 54516 points. It is followed by the factor of “Need for freedom and independent” with the total Garrett score of 53426 points. The factors such as “To make own decisions”, “Earning good profit” and “Threat of losing job” were placed in the third, fourth and fifth ranks with the Garrett score of 53186, 52268 and 51286 points respectively. The sixth and seventh ranks were placed to “Social status” and “Self-achievement” with the Garrett score of 48808 and 44871 points respectively. On the other hand, “Confidence in the products / services offered” was placed in the eighth rank with the score of 41635 points. From the analysis it is inferred that maximum of the respondents were opined that “Did not want to work for others” and “Need for freedom and independent” were the reasons to start their own business.
4.7.3 FACTORS TO BECOME SUCCESSFUL ENTREPRENEURS

To become successful textile entrepreneur, various factors are influencing. The courage and zeal to become an entrepreneur indulge a dynamism to achieve their aim. For the purpose of this study, six major factors that influence to become a successful entrepreneur was studied. They are Maintaining Good quality products, Prompt Supply, Competitive Price, Effective Administration, Free discussions with customers and Providing credit facilities to genuine parties. These factors were ranked by the respondents and were analysed with the help of Henry Garrett ranking technique.

TABLE NO. 4.80
FACTORS TO BECOME SUCCESSFUL ENTREPRENEURS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Factors</th>
<th>Mean Score</th>
<th>Total Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Maintaining Good quality products</td>
<td>49673</td>
<td>49.7</td>
<td>IV</td>
</tr>
<tr>
<td>2.</td>
<td>Prompt Supply</td>
<td>54378</td>
<td>54.4</td>
<td>I</td>
</tr>
<tr>
<td>3.</td>
<td>Competitive Price</td>
<td>49824</td>
<td>49.8</td>
<td>III</td>
</tr>
<tr>
<td>4.</td>
<td>Effective Administration</td>
<td>46569</td>
<td>46.6</td>
<td>VI</td>
</tr>
<tr>
<td>5.</td>
<td>Free discussions with customers</td>
<td>52159</td>
<td>52.2</td>
<td>II</td>
</tr>
<tr>
<td>6.</td>
<td>Providing credit facilities to genuine parties</td>
<td>47495</td>
<td>47.5</td>
<td>V</td>
</tr>
</tbody>
</table>

It is noted from the above table that the factor “Prompt Supply” in the prevailing market is the key factor for the success in business which was ranked first with the Garrett score of 54378 points. It is followed by “Free discussions with customers” and “Competitive Price” ranked in the second and third place with the
total score of 52159 and 49824 points respectively. The fourth and fifth ranks placed by the entrepreneurs were “Maintaining Good quality products” and “Providing credit facilities to genuine parties” with the Garrett score of 49673 and 47495 points respectively. On the other hand, “Effective Administration” was placed in the last rank with the Garrett score of 46569 points. From the analysis, it is inferred that majority of the respondents were pointed that the factors “Prompt Supply” and “Free discussions with customers” were the key factors for the success in business.

4.7.4 INITIAL PROBLEMS FACED BY THE TEXTILE ENTREPRENEURS

The textile entrepreneurs have faced in numerable problems during the operation of the manufacturing and trading. The common problems were listed and the respondents were asked to rank their problems. According to the magnitude of the problem, Henry Garrett ranking technique was employed. They are, Self confidence, Initial Capital Investment, Lack of information and advice to process and market, Finding the right contracts for business venture, Access to business support, Management skills, Entrepreneurial skills and Combining family and work life. The details are shown in the following table.
### TABLE NO. 4.81
**INITIAL PROBLEMS FACED BY THE TEXTILE ENTREPRENEURS**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Problems</th>
<th>Mean Score</th>
<th>Total Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Self confidence</td>
<td>54385</td>
<td>54.4</td>
<td>II</td>
</tr>
<tr>
<td>2.</td>
<td>Initial Capital</td>
<td>53377</td>
<td>53.4</td>
<td>III</td>
</tr>
<tr>
<td>3.</td>
<td>Lack of information and advice to process and market</td>
<td>55832</td>
<td>55.8</td>
<td>I</td>
</tr>
<tr>
<td>4.</td>
<td>Finding the right contacts for your business venture</td>
<td>52600</td>
<td>52.6</td>
<td>IV</td>
</tr>
<tr>
<td>5.</td>
<td>Access to business support</td>
<td>49776</td>
<td>49.8</td>
<td>V</td>
</tr>
<tr>
<td>6.</td>
<td>Management skills</td>
<td>44326</td>
<td>44.3</td>
<td>VII</td>
</tr>
<tr>
<td>7.</td>
<td>Entrepreneurial skills</td>
<td>45679</td>
<td>45.7</td>
<td>VI</td>
</tr>
<tr>
<td>8.</td>
<td>Combining family and work life</td>
<td>44021</td>
<td>44.0</td>
<td>VIII</td>
</tr>
</tbody>
</table>

It is identified from the above table that the problem “Lack of information and advice to process and market” was ranked first with the total Garrett score of 55832 points. It is followed by the “Self confidence” to establish the textile products was ranked second with the Garrett score of 54385 points. The problems such as “Initial Capital”, “Finding the right contacts for your business venture” and “Access to business support” were ranked in the third, fourth and fifth ranks with the Garrett score of 53377, 52600 and 49776 points respectively. The sixth and seventh ranks were placed to the problems such as “Entrepreneurial skills” and “Management skills” with the Garrett score of 45679 and 44326 points respectively. The last rank was placed to the problem “Combining family and work life” with the score of 44021 points. From the analysis, it is concluded that the respondents who have faced the most burning issues after starting the business were “Lack of information and advice to process and market” and “self confidence.”
4.7.5 PROBLEMS FACED BY TEXTILE ENTREPRENEURS DURING THEIR OPERATION

The entrepreneurs faced different problems during their operation of enterprise. These problems are categorized into ten issues viz., Combining family and work life, Insufficient Labour, Liquidity and other financial problems, No time for training / upgrading skills, Gaining the acceptance/respect of people, Heavy Competition, Latest Technology, Lack of counseling, Political Interference and Low budget and marketing activities. The problems are studied with the help of Henry Garrett ranking technique and the details are shown in the following table.

**TABLE NO. 4.82**
PROBLEMS FACED BY ENTREPRENEURS DURING THEIR BUSINESS OPERATIONS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Problems</th>
<th>Mean Score</th>
<th>Total Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Combining family and work life</td>
<td>56231</td>
<td>1124.6</td>
<td>III</td>
</tr>
<tr>
<td>2.</td>
<td>Insufficient Labour</td>
<td>55246</td>
<td>1104.9</td>
<td>V</td>
</tr>
<tr>
<td>3.</td>
<td>Liquidity and other financial problems</td>
<td>50080</td>
<td>1001.6</td>
<td>VI</td>
</tr>
<tr>
<td>4.</td>
<td>No time for training and upgrading skills</td>
<td>51319</td>
<td>1026.4</td>
<td>II</td>
</tr>
<tr>
<td>5.</td>
<td>Gaining the acceptance and respect of people</td>
<td>51378</td>
<td>1027.6</td>
<td>I</td>
</tr>
<tr>
<td>6.</td>
<td>Heavy Competition</td>
<td>55803</td>
<td>1116.1</td>
<td>IV</td>
</tr>
<tr>
<td>7.</td>
<td>Latest Technology</td>
<td>46306</td>
<td>926.1</td>
<td>VII</td>
</tr>
<tr>
<td>8.</td>
<td>Lack of counseling</td>
<td>44397</td>
<td>887.9</td>
<td>X</td>
</tr>
<tr>
<td>9.</td>
<td>Political Interference</td>
<td>44602</td>
<td>892.0</td>
<td>IX</td>
</tr>
<tr>
<td>10.</td>
<td>Low budget and marketing activities</td>
<td>44606</td>
<td>892.1</td>
<td>VIII</td>
</tr>
</tbody>
</table>

It is surmised from the above table that the problem “Gaining the acceptance and respect of people” was ranked first with the Garrett score of 51378 points. It is
followed by the second and third ranks for “No time for training and upgrading skills” and “Combining family and work life” with the total score of 51319 and 56231 points respectively. The fourth, fifth, sixth and seventh ranks were placed to the problems such as “Heavy Competition”, “Insufficient Labour” “Liquidity and other financial problems” and “Latest Technology” with the Garrett score of 55803, 55246, 50080 and 46306 points respectively. On the other hand, the problems such as “Low budget and marketing activities” and “Political Interference” were ranked in the eighth and ninth positions with the Garrett scores of 44606 and 44602 points respectively. Lastly “Lack of counseling” was ranked in the tenth position with Garrett of 44397 points.

From the analysis, it was inferred that majority of the respondents were highlighted “Gaining the acceptance and respect of people” and “No time for training and upgrading skills” were the most burning issues among these ten problems.

4.8 MULTIPLE REGRESSION ANALYSIS – LEVEL OF SATISFACTION

In the following analysis, the relationship between the level of satisfaction perceived among the textile entrepreneurs and sixteen independent factors were studied. It was found that out of sixteen variables, thirteen factors were closely associated with the level of satisfaction of the selected sample respondents. These sixteen independent factors are.

1. Age
2. Gender
3. Educational status
4. Marital Status
5. Number of Dependents
6. Monthly Income
7. Wealth Position
8. Community
9. Year of Establishment
10. Experience in the business
11. Method of Business
12. Nature of business
13. Type of Products deal with
14. Capital Investment
15. Annual Turnover
16. Number of employees working in the firm

In order to measure the interdependence of independent factors and their level of satisfaction perceived by the textile entrepreneurs, the results were subjected to multiple regression analysis. The results of multiple regression analysis are shown in table 4.83.
### TABLE NO. 4.83

**MULTIPLE REGRESSION ANALYSIS**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variables</th>
<th>Unstandardized coefficients</th>
<th>Standardized coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Age</td>
<td>0.045</td>
<td>0.013</td>
<td>0.073</td>
<td>3.394</td>
</tr>
<tr>
<td>2</td>
<td>Gender</td>
<td>0.043</td>
<td>0.012</td>
<td>0.084</td>
<td>3.717</td>
</tr>
<tr>
<td>3</td>
<td>Educational status</td>
<td>0.925</td>
<td>0.028</td>
<td>0.716</td>
<td>32.494</td>
</tr>
<tr>
<td>4</td>
<td>Marital Status</td>
<td>-0.071</td>
<td>0.025</td>
<td>-0.065</td>
<td>-2.830</td>
</tr>
<tr>
<td>5</td>
<td>Number of Dependents</td>
<td>0.000</td>
<td>0.007</td>
<td>0.000</td>
<td>-0.027</td>
</tr>
<tr>
<td>6</td>
<td>Monthly Income</td>
<td>0.114</td>
<td>0.023</td>
<td>0.110</td>
<td>5.056</td>
</tr>
<tr>
<td>7</td>
<td>Wealth Position</td>
<td>0.009</td>
<td>0.007</td>
<td>0.014</td>
<td>1.282</td>
</tr>
<tr>
<td>8</td>
<td>Community</td>
<td>-0.010</td>
<td>0.007</td>
<td>-0.015</td>
<td>-1.331</td>
</tr>
<tr>
<td>9</td>
<td>Year of Establishment</td>
<td>0.117</td>
<td>0.055</td>
<td>0.093</td>
<td>2.130</td>
</tr>
<tr>
<td>10</td>
<td>Experience in the business</td>
<td>0.260</td>
<td>0.050</td>
<td>0.165</td>
<td>5.195</td>
</tr>
<tr>
<td>11</td>
<td>Method of Business</td>
<td>0.088</td>
<td>0.043</td>
<td>0.065</td>
<td>2.054</td>
</tr>
<tr>
<td>12</td>
<td>Nature of business</td>
<td>-0.278</td>
<td>0.078</td>
<td>-0.111</td>
<td>-3.584</td>
</tr>
<tr>
<td>13</td>
<td>Type of Products deal with</td>
<td>0.046</td>
<td>0.013</td>
<td>0.116</td>
<td>3.584</td>
</tr>
<tr>
<td>14</td>
<td>Capital Investment</td>
<td>0.054</td>
<td>0.025</td>
<td>0.067</td>
<td>2.136</td>
</tr>
<tr>
<td>15</td>
<td>Annual Turnover</td>
<td>0.054</td>
<td>0.024</td>
<td>0.072</td>
<td>2.251</td>
</tr>
<tr>
<td>16</td>
<td>Number of employees working in the firm</td>
<td>0.043</td>
<td>0.017</td>
<td>0.087</td>
<td>2.592</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R-Value</th>
<th>R² -Value</th>
<th>Degree of freedom – V₁</th>
<th>Degree of freedom – V₂</th>
<th>F Value</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.941</td>
<td>0.885</td>
<td>17</td>
<td>982</td>
<td>443.33</td>
<td>1% Level</td>
</tr>
</tbody>
</table>

The multiple linear regression co-efficient (dependent variable) is found to be statistically good fit as $R^2$ is 0.885. It shows that independent variables contribute
about 88.5 per cent of the variation in the level of satisfaction among the textile entrepreneurs and this is statistically significant at 1% level and 5% level respectively.

The table indicated that the co-efficient of Age, Gender, Educational status, Monthly Income, Year of Establishment, Experience in the business, Method of Business, Type of products dealt with, Capital Investment, Annual Turnover, Number of employees working in the firm are positively associated with the level of satisfaction. On the other hand, the co-efficient of Marital Status, Nature of business are negatively associated. Further, it is indicated that the contribution of Age, Gender, Educational status, Monthly Income, Year of Establishment, Experience in the business, Method of Business, Type of Products deal with, Capital Investment, Annual Turnover, Number of employees working in the firm are statistically significant implying that their influence on level of satisfaction towards textile business is stronger than the other variables.

Thus from the above analysis, the following observation could be made. The level of satisfaction perceived by the textile entrepreneurs is positively associated with their Age, Gender, Educational status, Monthly Income, Year of Establishment, Experience in the business, Method of Business, Type of Products deal with, Capital Investment, Annual Turnover, Number of employees working in the firm in the study area.
Opinions of textile entrepreneurs towards their textile business according to their experience were collected. In the study area 1000 respondents were divided into two groups, one showing low level of success towards their business and the other showing high level of success towards their business. The difference of opinion of the respondents in one group with the other was studied with the help of discriminant function analysis. For the purpose of the study sixteen variables were selected.

1. Age
2. Gender
3. Educational status
4. Marital Status
5. Number of Dependents
6. Monthly Income
7. Wealth Position
8. Community
9. Year of Establishment
10. Experience in the business
11. Method of Business
12. Nature of business
13. Type of Products dealt with
14. Capital Investment
15. Annual Turnover
16. Number of employees working in the firm
The discriminant function analysis was employed to construct a function with these and other variables. The respondents belonging to these two groups are differentiated at the maximum. The linear combination of variables is known as discriminant function and its parameters are called discriminant function coefficients. In constructing this discriminant function, all the variables which contribute more to differentiate these two groups were examined.

Mahalanobis minimum $D^2$ method is based on the generalized squared Euclidean distance that adjusts for unequal variances in the variables. The major advantage of this procedure is that it is computed in the original space of the predictor (independent) variables rather than as a collapsed version which is used in the other method.

Generally, all the variables selected will not contribute to explain the maximum discriminatory power of the function. So a selection rule is applied based on certain criteria to include those variables which best discriminate. Stepwise selection method was applied in constructing discriminant function which selects one variable at a time to include in the function. Before entering into the function, the variables are examined for inclusion in the function.

The variables which have maximum $D^2$ value, if entered into the function is selected for inclusion in the function. Once entered, any variable already in the equation is again considered for removal based on certain removal criteria. Likewise, at each step, the next best discriminating variable is selected and included in the
function and any variable already included in the function is considered for removal, based on the selection and removal criteria respectively.

**DISCRIMINANT ANALYSIS FOR THE PROBLEM UNDER STUDY**

Since discriminant function analysis involved classification problem also, to ascertain the efficiency of the discriminant function analysis all the variables which satisfy the entry and removal criteria were entered into the function. Normally, the criteria used to select the variables for inclusion in the function is minimum ‘F’, to enter into the equation (i.e) F statistic calculated for the qualified variable to enter into the function is fixed as $\geq 1$.

Similarly, any variable entered in the equation will be removed from the function if ‘F’ statistic for the variable calculated is $<1$. The two groups are defined as

- **Group 1**: Low level of success group
- **Group 2**: High level of success group

The mean and standard deviation for these groups and for the entire samples are given for each variable considered in the analysis.
### TABLE NO. 4.84

GROUP MEANS (BETWEEN LOW & HIGH SUCESS GROUPS)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Factor</th>
<th>LOW</th>
<th>HIGH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Mean</td>
<td>SD</td>
<td>Mean</td>
</tr>
<tr>
<td>1</td>
<td>Age</td>
<td>2.094</td>
<td>0.918</td>
<td>2.104</td>
</tr>
<tr>
<td>2</td>
<td>Gender</td>
<td>1.170</td>
<td>0.376</td>
<td>1.168</td>
</tr>
<tr>
<td>3</td>
<td>Educational status</td>
<td>1.808</td>
<td>0.699</td>
<td>1.811</td>
</tr>
<tr>
<td>4</td>
<td>Marital Status</td>
<td>1.787</td>
<td>0.410</td>
<td>1.657</td>
</tr>
<tr>
<td>5</td>
<td>Number of Dependents</td>
<td>1.919</td>
<td>0.542</td>
<td>1.993</td>
</tr>
<tr>
<td>6</td>
<td>Monthly Income</td>
<td>2.416</td>
<td>1.066</td>
<td>2.277</td>
</tr>
<tr>
<td>7</td>
<td>Wealth Position</td>
<td>2.516</td>
<td>1.093</td>
<td>2.409</td>
</tr>
<tr>
<td>8</td>
<td>Community</td>
<td>2.246</td>
<td>1.033</td>
<td>2.376</td>
</tr>
<tr>
<td>9</td>
<td>Year of Establishment</td>
<td>2.180</td>
<td>0.671</td>
<td>2.236</td>
</tr>
<tr>
<td>10</td>
<td>Experience in the business</td>
<td>1.577</td>
<td>0.749</td>
<td>1.615</td>
</tr>
<tr>
<td>11</td>
<td>Method of Business</td>
<td>1.418</td>
<td>0.494</td>
<td>1.428</td>
</tr>
<tr>
<td>12</td>
<td>Nature of business</td>
<td>1.279</td>
<td>0.449</td>
<td>1.378</td>
</tr>
<tr>
<td>13</td>
<td>Type of Products deals with</td>
<td>4.972</td>
<td>2.416</td>
<td>4.901</td>
</tr>
<tr>
<td>14</td>
<td>Capital Investment</td>
<td>1.709</td>
<td>0.796</td>
<td>1.764</td>
</tr>
<tr>
<td>15</td>
<td>Annual Turnover</td>
<td>2.274</td>
<td>0.723</td>
<td>2.246</td>
</tr>
<tr>
<td>16</td>
<td>Number of employees working in the firm</td>
<td>2.399</td>
<td>0.654</td>
<td>2.279</td>
</tr>
</tbody>
</table>

The overall step wise D.F.A. results after all significant discriminators have been included in the estimation of discriminated function is given in the following table.
TABLE NO. 4.85
SUMMARY TABLE BETWEEN LOW AND HIGH GROUPS

<table>
<thead>
<tr>
<th>Step</th>
<th>Variable entered</th>
<th>Wilk’s lambda</th>
<th>Minimum $D^2$</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Marital Status</td>
<td>0.979</td>
<td>0.087</td>
<td>1%</td>
</tr>
<tr>
<td>2.</td>
<td>Nature of Business</td>
<td>0.968</td>
<td>0.134</td>
<td>1%</td>
</tr>
<tr>
<td>3.</td>
<td>Monthly Income</td>
<td>0.963</td>
<td>0.158</td>
<td>1%</td>
</tr>
<tr>
<td>4.</td>
<td>Annual Turnover</td>
<td>0.958</td>
<td>0.179</td>
<td>1%</td>
</tr>
<tr>
<td>5.</td>
<td>Family size</td>
<td>0.954</td>
<td>0.199</td>
<td>1%</td>
</tr>
</tbody>
</table>

The summary table indicated that the variable marital status entered in step 1, nature of business entered in step 2, variable monthly income entered in the step 3, variable annual turnover entered in the step 4 and variable family size entered in the step 5. The variables marital status, nature of business, monthly income, annual turnover and family size are significant at 1% level. All the variables are significant discriminator’s based on their Wilk’s Lambda and $D^2$ value. The multivariate aspect of the model is given in the following table.

TABLE NO. 4.86
CANONICAL DISCRIMINANT FUNCTION (BETWEEN LOW AND HIGH GROUPS)

<table>
<thead>
<tr>
<th>Canonical correlation</th>
<th>Wilks Lambda</th>
<th>Chi-square</th>
<th>D.F.</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.215</td>
<td>0.954</td>
<td>47.224</td>
<td>5</td>
<td>Significant at 1% level</td>
</tr>
</tbody>
</table>

The canonical correlation is 0.215 when squared is 0.046 that is 4.6% of the variance in the discriminant group can be accounted for by this model, Wilk’s Lambda and chi-square value suggested that D.F. is significant at 1% level.
The variables given above are identified finally by the D.F.A. as the eligible discriminating variables. Based on the selected variables, the corresponding D.F. coefficients are calculated. They are given in the following table.

**TABLE NO. 4.87**

**DISCRIMINANT FUNCTION COEFFICIENTS**

(BETWEEN LOW AND HIGH GROUPS)

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>1.456</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family size</td>
<td>-0.532</td>
</tr>
<tr>
<td>Monthly Income</td>
<td>0.316</td>
</tr>
<tr>
<td>Nature of Business</td>
<td>-1.111</td>
</tr>
<tr>
<td>Annual Turnover</td>
<td>0.528</td>
</tr>
<tr>
<td>Constant</td>
<td>-2.001</td>
</tr>
</tbody>
</table>

\[
Z = -2.001 + 1.456 \text{ (Marital Status)} - 0.532 \text{ (Family size)} + 0.316 \text{ (Monthly Income)} - 1.111 \text{ (Nature of Business)} + 0.528 \text{ (Annual Turnover)}
\]

Using this D.F. coefficients and variables, discriminating scores for 2 groups are found out which are called group centroids or group means.

For low success group \((Z_1)\) it is \(-0.257\)

For high success group \((Z_2)\) it is \(+0.189\)

Discriminating factor is the weighted average of \(Z_1\) and \(Z_2\).

\[
(\text{ie.}) \ Z = \frac{(577 \times Z_1) + (423 \times Z_2)}{577 + 423}
\]

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if it is represented diagrammatically it will be

<table>
<thead>
<tr>
<th></th>
<th>$Z_1$</th>
<th>$Z$</th>
<th>$Z_2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low level</td>
<td>-0.257</td>
<td>0</td>
<td>+0.189</td>
</tr>
<tr>
<td>High level</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thus, to classify any respondents as to low or high success level respondents, the $Z$ score for the respondents is found out by using the equation. If the score found out for any respondents is $Z_0$ and if the value is $>Z$ (i.e. $Z_0 > Z$ ) then it is classified into high success group and if $Z_0 < Z$ then (i.e. $Z_0 < Z$ ) it is classified in the low success group.

Now the questions remain to be answered are

1. How efficient are the discriminating variables in the D.F.A. ?
2. How efficient the D.F. itself is ?

The first question cannot be answered directly however, the discriminating power or the contribution of each variable to the function can sufficiently answer the question. For this, the following table is considered.
### TABLE NO. 4.88
RELATIVE DISCRIMINATING INDEX
(BETWEEN LOW AND HIGH GROUPS)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Group 1 Mean (X_1)</th>
<th>Group 2 Mean (X_2)</th>
<th>Unstandardized dic. Coeff. ((k_j))</th>
<th>(I_j = \text{ABS} (K_j)) Mean ((X_{jo} - x_{ji}))</th>
<th>(R_j = \frac{I_j}{\text{sum} I_j} \times 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marital Status</td>
<td>1.787</td>
<td>1.657</td>
<td>1.456</td>
<td>1.787</td>
<td>36.42</td>
</tr>
<tr>
<td>Family size</td>
<td>1.919</td>
<td>1.993</td>
<td>-0.532</td>
<td>1.919</td>
<td>11.71</td>
</tr>
<tr>
<td>Monthly Income</td>
<td>2.416</td>
<td>2.277</td>
<td>0.316</td>
<td>2.416</td>
<td>5.81</td>
</tr>
<tr>
<td>Nature of Business</td>
<td>1.279</td>
<td>1.378</td>
<td>-1.111</td>
<td>1.279</td>
<td>35.99</td>
</tr>
<tr>
<td>Annual Turnover</td>
<td>2.274</td>
<td>2.246</td>
<td>0.528</td>
<td>2.274</td>
<td>10.07</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9.675</strong></td>
<td><strong>100.0</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### RELATIVE DISCRIMINATING INDEX

For each variable, the respective D.F. co-efficient, its mean for each group and \(R_j\) are given. \(R_j\) called relative discriminating index is calculated from the discriminant function coefficient and group means. \(R_j\) tells how much each variable is contributing to the function. By looking at this column it is found that ‘marital status’ is maximum discriminating variable and ‘monthly income’ is the least discriminating variable.

The second question is answered by reclassifying the already grouped individuals into low or high level successors the D.F.(Z) defined in the equation. This reclassification is called predictor group membership. In short, the efficiency of the D.F. is how correctly it predicts the respondents into respective groups.
TABLE NO. 4.89
CLASSIFICATION RESULTS
(BETWEEN LOW AND HIGH GROUP)

<table>
<thead>
<tr>
<th>Actual group</th>
<th>No. of cases</th>
<th>Predicted group membership</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Group I</td>
</tr>
<tr>
<td>Group I (Low Success level)</td>
<td>577</td>
<td>366 (63.43)</td>
</tr>
<tr>
<td>Group 2 (High Success level)</td>
<td>423</td>
<td>176 (41.61)</td>
</tr>
</tbody>
</table>

Percent of grouped cases correctly classified : 61.3%.

The above table give the results of the reclassification. The function, using the variables selected in the analysis classified 61.3% of the cases correctly in the respective groups.

Discriminate Function Analysis was applied to the respondents based on the low and high success level. The following factors significantly discriminate the two groups. They are

1. Marital status (at 1% level)
2. Family size (at 1% level)
3. Monthly Income (at 1% level)
4. Nature of Business (at 1% level)
5. Annual Turnover (at 1% level)

4.10 LEVEL OF SATISFACTION TOWARDS TEXTILE BUSINESS - FACTOR ANALYSIS

All 20 items given in the questionnaire were selected for factor analysis by using principle component extraction with an orthogonal (Varimax) rotation. The
number of factors were unconstrained. For the sake of convergent validity, 0.50 was used as a factor loading cut-off point.

The factor matrix is a matrix of loading and correlations between the variable and factors. Pure variables have loading of 0.5 and greater or only one factor. Complex variables may have high loading on more than one factor and they make the interpretation of the output difficulty. The researcher rotated the components nine times to get the significant variables under six factors.

Table no. 4.90 shows the reliability statistics and proves the data could support 81.3 percentage reliable to do this analysis. Table no. 4.91 indicates that the Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy in the study is 0.732. This is good result, as it exceeds 0.5 Bartlett’s Test of Sphericity which is 0.000, meaning that factors that form the variables are adequate.

**TABLE NO. 4.90**

**RELIABILITY STATISTICS**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>No. of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.813</td>
<td>20</td>
</tr>
</tbody>
</table>

**TABLE NO. 4.91**

**KMO AND BARTLETT’S TEST**

<table>
<thead>
<tr>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</th>
<th>0.732</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td>Approx. Chi-Square</td>
</tr>
<tr>
<td>Df</td>
<td>190</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.000</td>
</tr>
</tbody>
</table>
TOTAL VARIANCE EXPLAINED

Table 4.92 depicts the total variance explained. Total variance is explained with rotation, the Eigen values are different for factor 1, 2, 3, 4, 5 and 6. The eigen values for factor 1, 2, 3, 4, 5 and 6 are 4.306, 2.094, 1.997, 1.524, 1.351 and 1.052. Percentage of variance for factors 1, 2, 3, 4 & 6 are 21.531, 10.470, 9.987, 7.622, 6.756 and 5.260 respectively. It indicates that six factors extract from 20 factors have cumulative percentage upto 61.626% of the total variance.
### TABLE NO. 4.92
TOTAL VARIANCE EXPLAINED

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvales</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>2</td>
<td>2.094</td>
<td>10.470</td>
<td>32.001</td>
</tr>
<tr>
<td>3</td>
<td>1.997</td>
<td>9.987</td>
<td>41.988</td>
</tr>
<tr>
<td>4</td>
<td>1.524</td>
<td>7.622</td>
<td>49.610</td>
</tr>
<tr>
<td>6</td>
<td>1.052</td>
<td>5.260</td>
<td>61.626</td>
</tr>
<tr>
<td>7</td>
<td>0.992</td>
<td>4.958</td>
<td>66.584</td>
</tr>
<tr>
<td>8</td>
<td>0.981</td>
<td>4.904</td>
<td>71.488</td>
</tr>
<tr>
<td>9</td>
<td>0.902</td>
<td>4.511</td>
<td>75.999</td>
</tr>
<tr>
<td>10</td>
<td>0.851</td>
<td>4.254</td>
<td>80.253</td>
</tr>
<tr>
<td>11</td>
<td>0.837</td>
<td>4.186</td>
<td>84.439</td>
</tr>
<tr>
<td>12</td>
<td>0.765</td>
<td>3.826</td>
<td>88.266</td>
</tr>
<tr>
<td>13</td>
<td>0.694</td>
<td>3.470</td>
<td>91.735</td>
</tr>
<tr>
<td>14</td>
<td>0.653</td>
<td>3.264</td>
<td>94.999</td>
</tr>
<tr>
<td>15</td>
<td>0.475</td>
<td>2.376</td>
<td>97.375</td>
</tr>
<tr>
<td>16</td>
<td>0.267</td>
<td>1.337</td>
<td>98.712</td>
</tr>
<tr>
<td>17</td>
<td>0.137</td>
<td>0.685</td>
<td>99.397</td>
</tr>
<tr>
<td>18</td>
<td>0.076</td>
<td>0.378</td>
<td>99.775</td>
</tr>
<tr>
<td>19</td>
<td>0.031</td>
<td>0.153</td>
<td>99.928</td>
</tr>
<tr>
<td>20</td>
<td>0.014</td>
<td>0.072</td>
<td>100.000</td>
</tr>
</tbody>
</table>
Rotated Component Matrix

The rotated component matrix is discussed in the following table. After a factor solution has been obtained, in which all variables have a significant loading on a factor, the researchers attempted to assign some meaning to the pattern of factor loadings. Variables with higher loadings are considered more important and have greater influence on the name or label selected to represent a factor. Researchers examined all the underlined variables for a particular factor and placed greater emphasis on those variables with higher loadings to assign a name or label to a factor that accurately reflected the variables loading on that factor. The names or labels are not derived or assigned by the factor analysis computer programme; rather, the label is intuitively developed by the factor analyst based on its appropriateness for representing the underlying dimension of a particular factor. All six factors have given appropriate names on the basis of the variable represented in each case.
TABLE NO. 4.93

ROTATED COMPONENT MATRIX

<table>
<thead>
<tr>
<th>No.</th>
<th>Factors</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>F1</td>
</tr>
<tr>
<td>1</td>
<td>Growth in Capital</td>
<td>0.816</td>
</tr>
<tr>
<td>2</td>
<td>Growth in Profit</td>
<td>0.905</td>
</tr>
<tr>
<td>3</td>
<td>Market Potential</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Organising ability</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Risk taking ability</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Fulfillment of achievement motivation</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Society recognition</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Leadership qualities</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Employees support</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Support from Government</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Family members support</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Availability of Raw materials</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Procuring Raw materials</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Supply of finished goods</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Getting of Power supply</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Support from banks</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Co-operation of employees</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Financial Support</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Implementing Marketing Techniques</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Customer Support</td>
<td></td>
</tr>
</tbody>
</table>

The above table shows the rotated component matrix, in which the extracted factors are assigning a new naming related together. From the above table it is noted that all the loading factors which are having the loading value less than 0.5 are rejected from the analysis.

a). Factor 1 is the most important factor which explained 21.531% of the variation. The factors as ‘Growth in Capital (0.816)’, ‘Growth in Profit (0.905)’, ‘Support
from banks (0.817)’ and ‘Financial support from friends and relatives (0.914)’ are highly correlated with each other. These statements reflect financial support for growth consciousness of textile entrepreneurs, hence, the researcher names this segment as ‘Financial Growth’ consciousness of textile entrepreneurs.

b). The second kind of factors explained 10.470% of the variances. In this segment, the researchers took the seven important variables such as ‘Availability of Raw Materials (0.596)’, ‘Procuring Raw Materials (0.744)’, ‘Supply of finished goods (0.756), ‘Getting of power supply (0.867)’, ‘Co-operation of employees (0.746)’, Implementing marketing techniques (0.963) and ‘Customer support (0.728). These statements reflected consciousness to production of textile products and hence the researcher named as ‘Support for Production’.

c). This factor explained 9.987% of the variations. In this factor, loading values are very less ie., less than 0.5 and hence the variables are rejected.

d). The factor explained 7.622% of the variations. The extracted statements are ‘Organising ability (0.544), and ‘employee support (0.603)’ and these statements indicates that the administrative capacity of the organisation. Hence, the researcher named this segment as ‘Administration capacity’.

e). The fifth factor explained 6.756% of the variations. The extracted statements are ‘Risk taking ability (0.571), and ‘Fulfillment of achievement motivation (-0.619)’ and these statements indicates that the risk and motivation of the textile entrepreneurs. Hence, the researcher name this segment as ‘Risk and motivation’ in textile business.
The sixth factor explained 5.260% of the variations. The extracted statements are
‘Support from Government (-0.628) and the factor indicates that the government
support for their textile business. Hence, the researcher named this segment as
‘Support from Government’ in entrepreneurs’ textile business.

4.10.1 Summary for Factor Analysis

The present study has divided the level of satisfaction of textile entrepreneurs into
six categories. The entrepreneurs were named the first factor as ‘Financial Growth’,
who are running their textile business without problems. Second kind of factor has been
names as ‘Support for Production’. These entrepreneurs feel that the factors are
supported for produce the textile products. After getting production support, the textile
entrepreneurs need organising capacity and so the third factor was named by the
entrepreneurs as ‘Administration capacity’. In their administration they can easily get
employee support for their production. Continuously, the textile entrepreneurs should
take additional risk for their production and marketing of their products. So the
researchers named the fourth following factor as ‘Risk and Motivation’ which is
essential for every textile entrepreneurs. Finally, even though any type of risk will be
successful only when the Government gives proper support for their business. Hence, the
researchers named the final factor as ‘Support from Government’ because this factor
only exposed the textile entrepreneurs in the market. It only gives support to increase
their market image.
4.11 MAPPING OF STATUS OF TEXTILE ENTREPRENEURS AND VARIOUS DIMENSIONS OF SATISFACTION LEVEL - STRUCTURAL EQUATION MODELLING

Structural Equation Model is used to test and eliminate causal relationship using a combination of statistical data and qualitative caused assumptions. There is no difficulty in hypothesis testing in SEM because it takes the confirmatory approach rather than the exploratory approach. Many sub-criteria are considered under each criterion. This is the reason why the relative weightage arrived from SEM is considered more valid than through any other approach. This model also takes measurement error into account when analyzing the data statistically. SEM is capable of estimating or assessing measurement error. It can incorporate both observed and latent variables.

When interpreting structural equation model the values attached to one way arrows (or directional effect) are regression coefficient, whereas two way arrows (non directional relationship) are correlation coefficient; Regression coefficients and correlation comprise the ‘parameters’ of the model. The regression coefficient and correlations measure the strength of the relationship between the variable. The regression coefficient of 0.70 or higher indicates a very strong relationship, 0.50–0.69 indicates a substantial relationship, 0.30-0.49 indicates a moderate relationship, 0.10-0.29 indicates a low relationship, 0.01-0.09 indicates a negligible relationship and the value of 0 indicates no relationship.

In order to ascertain to what extent the satisfaction about various factors of textile entrepreneurs in selected districts of Tamil Nadu, the structural equation model was
applied. For, age, family size, monthly income, year of establishment, year of experience, annual turnover and number of employees working in their company of the selected sample respondents are considered as exogenous or independent variables which does not receive a directional influence from any other variable in the system. The variables six dimensions of satisfaction level are considered as endogenous or dependent that receives a one-way directional influence from some other variable in the system.

The model is tested based on the following constructed model. From this model, the researcher had to find the factors that influencing the satisfaction level of the textile entrepreneurs in selected districts of Tamil Nadu.
FIGURE NO.4.12
HYPOTHESES FORMULATED MODEL

5 dimensions of Satisfaction

- Financial Growth
- Support for Production
- Administrative Capacity
- Risk and Motivation
- Support from Government

Dimensions:
- Age
- Family Size
- Monthly Income
- Year of Establishment
- Experience in Business
- Annual Turnover
- Number of Employees Working
Testing a measurement model is underlying a full structural model first. If the fit of the measurement model is found acceptable, then one should proceed to test the structural model. The structural equation model was conducted to assess the construct validity by using the maximum likelihood method. The confirmatory test result showed good fit as shown in the following model fit summary table.

### TABLE NO. 4.94
**MODEL FIT SUMMARY**

<table>
<thead>
<tr>
<th>No.</th>
<th>Test Factor</th>
<th>Value</th>
<th>Criteria*</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chi-Square</td>
<td>40.748</td>
<td>p&gt;0.05</td>
<td>1% level</td>
</tr>
<tr>
<td>2</td>
<td>Chi-Square / df (10)</td>
<td>4.075</td>
<td>2.0–5.0</td>
<td>Good Fit</td>
</tr>
<tr>
<td>3</td>
<td>GFI (Goodness-of-fit index)</td>
<td>0.989</td>
<td>&gt;0.95</td>
<td>Good Fit</td>
</tr>
<tr>
<td>4</td>
<td>AGFI (Adjusted goodness-of-fit index)</td>
<td>0.974</td>
<td>&gt;0.95</td>
<td>Good Fit</td>
</tr>
<tr>
<td>5</td>
<td>CFI (Comparative fit index)</td>
<td>0.982</td>
<td>&gt;0.95</td>
<td>Good Fit</td>
</tr>
<tr>
<td>6</td>
<td>NFI (Normed fit index)</td>
<td>0.991</td>
<td>&gt;0.95</td>
<td>Good Fit</td>
</tr>
<tr>
<td>7</td>
<td>TLI (Tucker-Lewis index)</td>
<td>0.978</td>
<td>&gt;0.95</td>
<td>Good Fit</td>
</tr>
<tr>
<td>8</td>
<td>RMSEA (Root mean square error of approximation)</td>
<td>0.056</td>
<td>&lt;0.07</td>
<td>Good Fit</td>
</tr>
</tbody>
</table>

* Criteria recommended by Schumacker & Lomax (2004)\(^1\), Hu and Bentler (1999)\(^2\), and Hair et al., (1998)\(^3\)

A model is said to fulfil the criteria of goodness of fit, if it satisfies certain values which are given by the above table. Based on these values, estimated value for the model is 4.075 which satisfied the required condition. Similarly, the required value of root mean square error of approximation (RMSEA) should be less than 0.07. Against this value, the


The estimated model value is 0.041 which highly validates the result. Similarly, model fit indices (GFI-0.989, AGFI-0.974, CFI-0.982, NFI-0.991 and TLI-0.978) for this model indicates that the model fits well.

**Research Hypothesis**

The research hypotheses have been defined on the basis of the model fit summary outlined above and using previous research on textile entrepreneurs. On the basis of the above presented model, the following null hypotheses are proposed.

- **H₁-H₇**: There is no significant association between selected 7 exogenous variables and satisfaction on financial growth in the business.
- **H₈-H₁₄**: There is no significant association between selected 7 exogenous variables and satisfaction on support for production in the business.
- **H₁₅-H₂₁**: There is no significant association between selected 7 exogenous variables and satisfaction on administration capacity in the business.
- **H₂₂-H₂₈**: There is no significant association between selected 7 exogenous variables and satisfaction on risk and motivation in the business.
- **H₂₉-H₃₅**: There is no significant association between selected 7 exogenous variables and satisfaction on support from government in the business.

Regression weights between exogenous and endogenous are shown in the following path diagram.
FIGURE NO. 4.13
RESULTED HYPOTHESIS MODEL

5 Dimensions of Satisfaction

- Age
- Family Size
- Monthly Income
- Year of Establishment
- Experience in Business
- Annual Turnover
- Number of Employees Working

- Financial Growth
- Support for Production
- Administrative Capacity
- Risk and Motivation
- Support from Government
### TABLE NO. 4.95

**REGRESSION WEIGHTS**

<table>
<thead>
<tr>
<th>Hypothesis No.</th>
<th>Measured Variable</th>
<th>Latent Variable</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>'p' value</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁</td>
<td>Age</td>
<td>Financial Growth</td>
<td>-0.045</td>
<td>0.014</td>
<td>3.214</td>
<td>0.000*</td>
</tr>
<tr>
<td>H₂</td>
<td>Family Size</td>
<td>Financial Growth</td>
<td>0.063</td>
<td>0.018</td>
<td>3.500</td>
<td>0.000*</td>
</tr>
<tr>
<td>H₃</td>
<td>Monthly Income</td>
<td>Financial Growth</td>
<td>-0.088</td>
<td>0.067</td>
<td>1.313</td>
<td>0.191NS</td>
</tr>
<tr>
<td>H₄</td>
<td>Year of Establishment</td>
<td>Financial Growth</td>
<td>0.122</td>
<td>0.058</td>
<td>2.103</td>
<td>0.035**</td>
</tr>
<tr>
<td>H₅</td>
<td>Experience</td>
<td>Financial Growth</td>
<td>-0.020</td>
<td>0.003</td>
<td>6.667</td>
<td>0.000*</td>
</tr>
<tr>
<td>H₆</td>
<td>Annual Income</td>
<td>Financial Growth</td>
<td>0.077</td>
<td>0.011</td>
<td>7.000</td>
<td>0.000*</td>
</tr>
<tr>
<td>H₇</td>
<td>Number of employee working</td>
<td>Financial Growth</td>
<td>-0.129</td>
<td>0.151</td>
<td>0.854</td>
<td>0.392NS</td>
</tr>
<tr>
<td>H₈</td>
<td>Age</td>
<td>Support for Production</td>
<td>0.218</td>
<td>0.086</td>
<td>2.535</td>
<td>0.011**</td>
</tr>
<tr>
<td>H₉</td>
<td>Family Size</td>
<td>Support for Production</td>
<td>-0.208</td>
<td>0.074</td>
<td>2.811</td>
<td>0.005*</td>
</tr>
<tr>
<td>H₁₀</td>
<td>Monthly Income</td>
<td>Support for Production</td>
<td>-0.022</td>
<td>0.006</td>
<td>3.667</td>
<td>0.000*</td>
</tr>
<tr>
<td>H₁₁</td>
<td>Year of Establishment</td>
<td>Support for Production</td>
<td>-0.177</td>
<td>0.089</td>
<td>1.989</td>
<td>0.047**</td>
</tr>
<tr>
<td>H₁₂</td>
<td>Experience</td>
<td>Support for Production</td>
<td>-0.161</td>
<td>0.021</td>
<td>7.667</td>
<td>0.000*</td>
</tr>
<tr>
<td>H₁₃</td>
<td>Annual Income</td>
<td>Support for Production</td>
<td>-0.238</td>
<td>0.069</td>
<td>3.449</td>
<td>0.000*</td>
</tr>
<tr>
<td>H₁₄</td>
<td>Number of employee working</td>
<td>Support for Production</td>
<td>-0.016</td>
<td>0.060</td>
<td>0.267</td>
<td>0.782NS</td>
</tr>
<tr>
<td>H₁₅</td>
<td>Age</td>
<td>Administrative Capacity</td>
<td>0.138</td>
<td>0.045</td>
<td>3.067</td>
<td>0.002*</td>
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<tr>
<td>H₁₆</td>
<td>Family Size</td>
<td>Administrative Capacity</td>
<td>0.483</td>
<td>0.112</td>
<td>4.313</td>
<td>0.000*</td>
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<tr>
<td>Hypothesis No.</td>
<td>Measured Variable</td>
<td>Latent Variable</td>
<td>Estimate</td>
<td>S.E.</td>
<td>C.R.</td>
<td>‘p’ value</td>
</tr>
<tr>
<td>---------------</td>
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</tr>
<tr>
<td>H17</td>
<td>Monthly Income</td>
<td>Administrative Capacity</td>
<td>0.056</td>
<td>0.152</td>
<td>0.368</td>
<td>0.714 NS</td>
</tr>
<tr>
<td>H18</td>
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<td>Administrative Capacity</td>
<td>0.382</td>
<td>0.087</td>
<td>4.391</td>
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<td>H19</td>
<td>Experience</td>
<td>Administrative Capacity</td>
<td>-0.431</td>
<td>0.075</td>
<td>- 5.747</td>
<td>0.000*</td>
</tr>
<tr>
<td>H20</td>
<td>Annual Income</td>
<td>Administrative Capacity</td>
<td>-0.018</td>
<td>0.006</td>
<td>- 3.000</td>
<td>0.000*</td>
</tr>
<tr>
<td>H21</td>
<td>Number of employee working</td>
<td>Administrative Capacity</td>
<td>-0.208</td>
<td>0.062</td>
<td>- 3.355</td>
<td>0.000*</td>
</tr>
<tr>
<td>H22</td>
<td>Age</td>
<td>Risk and Motivation</td>
<td>-0.220</td>
<td>0.152</td>
<td>- 1.447</td>
<td>0.148 NS</td>
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<td>H23</td>
<td>Family Size</td>
<td>Risk and Motivation</td>
<td>0.311</td>
<td>0.087</td>
<td>3.575</td>
<td>0.000*</td>
</tr>
<tr>
<td>H24</td>
<td>Monthly Income</td>
<td>Risk and Motivation</td>
<td>-0.209</td>
<td>0.075</td>
<td>- 2.787</td>
<td>0.005*</td>
</tr>
<tr>
<td>H25</td>
<td>Year of Establishment</td>
<td>Risk and Motivation</td>
<td>-0.047</td>
<td>0.009</td>
<td>- 5.222</td>
<td>0.000*</td>
</tr>
<tr>
<td>H26</td>
<td>Experience</td>
<td>Risk and Motivation</td>
<td>-0.154</td>
<td>0.020</td>
<td>- 7.700</td>
<td>0.000*</td>
</tr>
<tr>
<td>H27</td>
<td>Annual Income</td>
<td>Risk and Motivation</td>
<td>0.042</td>
<td>0.012</td>
<td>3.500</td>
<td>0.000*</td>
</tr>
<tr>
<td>H28</td>
<td>Number of employee working</td>
<td>Risk and Motivation</td>
<td>0.041</td>
<td>0.013</td>
<td>3.154</td>
<td>0.000*</td>
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<tr>
<td>H29</td>
<td>Age</td>
<td>Support from Government</td>
<td>0.168</td>
<td>0.080</td>
<td>2.100</td>
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<tr>
<td>H30</td>
<td>Family Size</td>
<td>Support from Government</td>
<td>-0.006</td>
<td>0.060</td>
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<td>0.914 NS</td>
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<tr>
<td>H31</td>
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<td>Support from Government</td>
<td>0.249</td>
<td>0.120</td>
<td>2.075</td>
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<tr>
<td>H32</td>
<td>Year of Establishment</td>
<td>Support from Government</td>
<td>-0.083</td>
<td>0.015</td>
<td>- 5.533</td>
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<tr>
<td>H33</td>
<td>Experience</td>
<td>Support from Government</td>
<td>0.056</td>
<td>0.009</td>
<td>6.222</td>
<td>0.000*</td>
</tr>
<tr>
<td>Hypothesis No.</td>
<td>Measured Variable</td>
<td>Latent Variable</td>
<td>Estimate</td>
<td>S.E.</td>
<td>C.R.</td>
<td>‘p’ value</td>
</tr>
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<tr>
<td>H&lt;sub&gt;34&lt;/sub&gt;</td>
<td>Annual Income</td>
<td>Support from Government</td>
<td>0.134</td>
<td>0.041</td>
<td>3.268</td>
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<td>H&lt;sub&gt;35&lt;/sub&gt;</td>
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<td>Support from Government</td>
<td>-0.024</td>
<td>0.006</td>
<td>-4.000</td>
<td>0.000*</td>
</tr>
</tbody>
</table>

**Note**:  * - Significant at 1% level, ** - Significant at 5% level, NS – Not Significant

The **relationship** expressed the following significant relationship at 1 percent and 5 percent level of association.

While analysing the relationship with satisfaction of the textile entrepreneurs from the selected districts of Tamil Nadu towards financial growth of their business, the null hypotheses of 1, 2, 4, 5 & 6 are rejected that indicates there is a significant relationship between age of the respondents, family size, year of establishment, experience, annual income and number of employee working in their company and their satisfaction towards financial growth. On the other hand, the null hypotheses of 3 & 7 are accepted that noticed that there is no significant relationship between monthly income and number of employee working and their satisfaction towards financial support.

In the case of support for production, the null hypotheses of 8, 9, 10, 11, 12 & 13 are rejected that indicates there is a significant relationship between age, family size, monthly income, year of establishment, experience and annual income among the selected respondents and their satisfaction towards support for production. On the other hand, the null hypothesis of 14 is accepted that noticed that there is no significant relationship between number of employees working in the company and their satisfaction towards support for production.
It is divulged from the relationship between the selected seven exogenous variables and a latent variable administrative capacity, the null hypotheses of 15, 16, 18, 19, 20 & 21 are rejected that indicated that there is a significant association between age, family size, year of establishment, experience, annual income, number of employee working among the selected respondents and their satisfaction towards administrative capacity in their business. On the other hand, the null hypothesis of 17 is accepted that infers there is no significant relationship between monthly income level and satisfaction of the respondents towards administrative capacity in their business.

In considering the relationship between satisfaction towards risk and motivation and the selected seven exogenous variables, all the null hypotheses of 22, 23, 24, 25, 26, 27 & 28 are rejected that indicates there is a significant relationship between age, family size, monthly income, year of establishment, experience, annual income, number of employee working among the selected respondents and their satisfaction towards risk and motivation in their business.

In considering the relationship between satisfaction towards support from government and the selected seven exogenous variables, the null hypotheses of 29, 31, 32, 33, 34 & 35 are rejected that indicates there is a significant relationship between age, monthly income, year of establishment, experience, annual income, number of employee working among the selected respondents and their satisfaction towards support from government. On the other hand, the null hypothesis 30 is accepted that indicates there is no significant relationship between family size and satisfaction towards support from government.