

CHAPTER – IV

SOCIO-ECONOMIC PROFILE OF THE SAMPLE RESPONDENTS

4.1 Introduction

This chapter reveals the socio-economic profile of the sample respondents. It has been written on the basis of primary data collected from the respondents. The socio – economic profile of the respondents with the help of percentage analysis, sources of awareness, preference for tax planning investment, reasons for non- payment of loan amount are analyzed with the help of Garrett ranking method. Motivational factors for investment, importance given to select a particular investment, problems faced by the respondents while investing their money and attitude of the respondents are analyzed with the help of weighted average analysis. The results of these analyses of both the rural and urban respondents are presented in this chapter.

4.2 Results and Discussions

Year of Establishment of Business

Year of establishment of business is one of the important factors which influences the saving behaviour of the respondents. The following table describes the year of establishment of businesswise distribution pattern of the respondents.

TABLE 4.1

Year of Establishment of Business

S. No	Year of Establishment	No. of Respondents		Total
		Rural	Urban	
1	Up to 10 years	118 (78.67)	97 (64.67)	215 (71.67)
2	11 - 20 years	27 (18.00)	42 (28.00)	69 (23.00)
3	21-30 years	5 (3.33)	8 (5.33)	13 (4.33)
4	Above 30 years	0 (0.00)	3 (2.00)	3 (2.00)
	Total	150	150	300

Source: Primary Data

It is evident from table 4.1 that 78.67 per cent of the rural respondents and 64.67 per cent of the urban respondents established their business within 10 years. Eighteen per cent of the rural respondents, 28 per cent of the urban respondents established their business between 11-20 years and 3.33 per cent of the rural respondents, 5.33 per cent of the urban respondents established their business between 21-30 years. There is no record found for women entrepreneurs above 30 years in rural area and one per cent of the urban respondents established their business above 30 years.

It is concluded that majority 78.67 per cent of the rural respondents and 64.67 per cent of the urban respondents established their business within 10 years.

Age of the Respondents

The age of the respondents shows their responsibility in the family. It influences the saving behaviour of the respondents. The investor's psychology is decided by the age of the respondents. Thus the age of the women entrepreneurs has a close relationship with the investment behaviour. The following table shows age-wise distribution of the respondents.

TABLE 4.2
Age-wise Distribution of the Respondents

S. No	Age	No. of Respondents		Total
		Rural	Urban	
1	Below 30 years	31 (20.67)	30 (20.00)	61 (20.33)
2	31-40 years	80 (53.33)	72 (48.00)	152 (50.67)
3	41-50 years	29 (19.33)	27 (18.00)	56 (18.67)
4	Above 50 years	10 (6.67)	21 (14.00)	31 (10.33)
Total		150	150	300

Source: Primary Data

From the table 4.2, it is clear that out of 300 respondents taken for the study, 53.33 per cent of the rural respondents and 48 per cent of the urban respondents are between 31-40 years. Twenty one per cent of the rural respondents, 20 per cent of the urban respondents are below 30 years old. Nineteen per cent of the rural respondents, 18 per cent of the urban respondents are between 41-50 years and 6.67 per cent of the rural respondents and 10.33 per cent of the urban respondents are above 50 years old.

It is concluded that majority 53.33 per cent of the rural respondents and 48 per cent of the urban respondents are between 31-40 years. This result confirms that entry of middle aged women who tend to balance family life and work may increase the success story of women entrepreneurship.

Educational Qualification of the Respondents

Education is one of the significant factors which influence the investment behaviour of the respondents. The educated respondents are aware of various new investment avenues introduced by banks and companies and they introduce modern techniques which help them to develop their business. The confidence and risk bearing capacity of the respondents may be increased with the help of education. For the purpose of the study the educational qualification of the respondents are classified into five groups given below SSLC, higher secondary, diploma holder, under graduate and post graduate. The following table describes the educational qualification of the respondents.

TABLE 4.3**Educational Qualification of the Respondents**

S. No	Educational Qualification	No. of Respondents		Total
		Rural	Urban	
1	Below SSLC	32 (21.33)	21 (14.00)	53 (17.67)
2	Higher secondary	33 (22.00)	35 (23.33)	68 (22.67)
3	Diploma	2 (1.33)	0 (0.00)	2 (0.67)
4	Under Graduate	71 (47.34)	77 (51.34)	148 (49.33)
5	Post Graduate	12 (8.00)	17 (11.33)	29 (9.66)
	Total	150	150	300

Source: Primary Data

It is proved from the table 4.3 that, 47.34 per cent of the rural respondents and 51.34 per cent of the urban respondents are graduates. Twenty two per cent of the rural respondents, 23.33 per cent of the urban respondents have completed higher secondary level. Twenty one per cent of the rural respondents and 14 of the urban respondents have completed only upto SSLC. Eight per cent of the rural respondents, 11.33 per cent of the urban respondents are Postgraduates and 1.33 per cent of the rural respondents are diploma holders.

It is concluded that majority 47.33 per cent of the rural respondents and 51.33 per cent of the urban respondents are graduates, which shows the educational standard of women has improved than earlier scenarios.

Marital Status of the Respondents

Marital status plays an important role in investment decision making. Married respondents have to shoulder so many responsibilities and they can save

only a small portion of their income. But unmarried respondents have no responsibilities and they can save a major portion of their income. Thus marital status plays an important role in investment decision making. The following table describes the marital status of the respondents.

TABLE 4.4
Marital Status of the Respondents

S. No	Marital status	No. of Respondents		Total
		Rural	Urban	
1	Married	134 (89.33)	131 (87.33)	265 (88.33)
2	Unmarried	16 (10.67)	19 (12.67)	35 (11.67)
	Total	150	150	300.00

Source: Primary Data

It is observed from the table 4.4 that 89.33 per cent of the rural respondents, 87.33 per cent of the urban respondents are married and 10.67 per cent of the rural respondents, 12.67 per cent of the urban respondents are unmarried.

It is concluded that majority 89.33 per cent of the rural respondents and 87.33 per cent of the urban respondents are married.

Type of Family of the Respondents

The family system followed by the respondent is one of the major influencing social factors on the decision regarding savings and investment. The ability or willing to save money and invest on various investment avenues is determined by the family system also. The family system is classified into two namely nuclear family and joint family. The special characteristics of Indian family are joint family system. But it is slowly vanishing from the scene due to urbanization and industrialization. The number of respondents belonging to the different family system is depicted in table 4.5.

TABLE 4.5**Type of Family of the Respondents**

S. No	Type of Family	No. of Respondents		Total
		Rural	Urban	
1	Nuclear Family	119 (79.33)	112 (74.67)	231 (77.00)
2	Joint Family	31 (20.67)	38 (25.33)	69 (23.00)
	Total	150	150	300.00

Source: Primary Data

It is proved from the table 4.5 that 79.33 per cent of the rural respondents, 74.67 per cent of the urban respondents belong to nuclear family and 20.67 per cent of the rural respondents, 25.33 per cent of the urban respondents belong to joint family.

It is concluded that majority 79.33 per cent of the rural respondents and 74.67 per cent of the urban respondents belong to nuclear family, which shows the declining trend of joint family culture.

Number of Members in the Family

It is one of the social variables that may have an impact on the savings and investment behaviour of the respondents. The number of members in the family includes both the children and adults in the family. The larger the size of the family, the lower may be the available disposable income. However if the larger family had more earning members, more income will be available. The following table depicts the number of members in the family of the respondents.

TABLE 4.6
Number of Members

S. No	Number of Members	No. of Respondents		Total
		Rural	Urban	
1	Up to 4 members	126 (84.00)	115 (76.67)	241 (80.33)
2	Above 4 members	24 (16.00)	35 (23.33)	59 (19.67)
	Total	150	150	300.00

Source: Primary Data

It is proved from the table 4.6 that 84 per cent of the rural respondents, 76.67 per cent of the urban respondents belong to the family of upto 4 members and 16 per cent of the rural respondents, 23.33 per cent of the urban respondents belong to the family of above 4 members.

It is concluded that majority 84 per cent of the rural respondents 76.67 per cent of the urban respondents belong to the family of up to 4 members. In today's scenario joint family has been reduced to a nuclear family, so living in a nuclear family structure would mean that women have relatively less interaction with the older generation and less constrained by the social influence.

Number of Earning Members

The earning member in the family indicates the total number of family members who are earning through a source or who are not dependent. If the earning members in the family increase, their standard of living will automatically increase. The financial and moral support of the family members may change the women entrepreneurs' psychology. Thus the number of earning members in the family is one of the demographic variables, which determines the savings and investment pattern of the respondents. The following table describes the number of earning members in the family of the respondents.

TABLE 4.7
Number of Earning Members

S. No	Number of Earning Members	No. of Respondents		Total
		Rural	Urban	
1	One	0 (0.00)	5 (3.33)	5 (1.66)
2	Two	123 (82.00)	107 (71.34)	230 (77.67)
3	Three	26 (17.33)	33 (22.00)	59 (19.67)
4	Above 3	1 (0.67)	5 (3.33)	6 (2.00)
	Total	150	150	300.00

Source: Primary Data

From the table 4.7 it is clear that 82 per cent of the rural respondents, 71.34 per cent of the urban respondents said that two members earn in their family. Seventeen per cent of the rural respondents, 22 per cent of the urban respondents said that three members earn in their family. Three per cent of the urban respondents said that only one member is earning in their family, in rural area there is no one earning member family and 0.67 per cent of the rural respondents, 3.33 per cent of the urban respondents said that more than three members earn in their family.

It is concluded that majority, 82 per cent of the rural respondents and 71.34 per cent of the urban respondents said that two members earn in their family. Most of the earning members in the family are not less than one, which means the level of income with supportive family seems to be the important requisites for women.

Annual Income of the Respondents

Income is one of the demographic variables, which determines the savings and investment pattern among the respondents. The following table describes the annual income of the respondents.

TABLE 4.8
Annual Income of the Respondents

S. No	Annual Income	No. of Respondents		Total
		Rural	Urban	
1	Below Rs.50000	25 (16.66)	39 (26.00)	64 (21.33)
2	Rs.50001 – 100000	88 (58.67)	83 (55.33)	171 (57.00)
3	Rs.100001 – 150000	35 (23.33)	18 (12.00)	53 (17.67)
4	Rs.150001 – 200000	1 (0.67)	1 (0.67)	2 (0.67)
5	Above Rs.200000	1 (0.67)	9 (6.00)	10 (3.33)
	Total	150	150	300.00

Source: Primary Data

It is clearly understood from the table 4.8 that 58.67 per cent of the rural respondents, 55.33 per cent of the urban respondents fall under the annual income category of Rs.50001 - 100000. Twenty three per cent of the rural respondents, 12 per cent of the urban respondents fall under the annual income category of Rs.100001-150000. Seventeen per cent of the rural respondents, 26 per cent of the urban respondents fall under the annual income category of below Rs.50000. One per cent of both rural and urban respondents fall under the annual income category of Rs.150001–200000 and 0.67 per cent of the rural respondents, 6 per cent of the urban respondents fall under the annual income category of above Rs.200000.

It is concluded that majority 58.67 per cent of the rural respondents and 55.33 per cent of the urban respondents fall under the annual income category of Rs.50001-100000.

Family Income of the Respondents

Income is defined as the net return to the respondents from all sources from all earning members in the family. It is one of the important factors that influences the investment behaviour of the respondents. The following table describes the family income of the respondents per annum.

TABLE 4.9
Family Income of the Respondents

S. No	Family income	No. of Respondents		Total
		Rural	Urban	
1	Below Rs.100000	14 (9.33)	18 (12.00)	32 (10.67)
2	Rs.100001 – 200000	64 (42.67)	59 (39.33)	123 (41.00)
3	Rs.200001 – 300000	50 (33.33)	37 (24.67)	87 (29.00)
4	Rs.300001 – 400000	9 (6.00)	10 (6.67)	19 (6.33)
5	Above Rs.400000	13 (8.67)	26 (17.33)	39 (13.00)
	Total	150	150	300.00

Source: Primary Data

It is evident from the table 4.9 that 42.67 per cent of the rural respondents, 39.33 per cent of the urban respondents belong to Rs. 100001 – 200000 family income categories. Thirty three per cent of the rural respondents, 24.67 per cent of the urban respondents belong to Rs.200001 – 300000 family income categories. Nine per cent of the rural respondents, 12 per cent of the urban respondents belong

to below Rs.100000 family income categories. Nine per cent of the rural respondents, 17.33 per cent of the urban respondents belong to above Rs.400000 family income categories and 6 per cent of the rural respondents, 6.67 per cent of the urban respondents belong to Rs.300001 - 400000 family income category.

It is concluded that majority 42.67 per cent of the rural respondents and 39.33 per cent of the urban respondents belong to Rs.100001 - 200000 family income groups. Apart from husband's income, women entrepreneur's income also plays a significant role for the development of the family.

Type of Residence of the Respondents

The following table describes the type of residence of the respondents.

TABLE 4.10
Type of Residence of the Respondents

S. No	Residence	No. of Respondents		Total
		Rural	Urban	
1	Own house	99 (66.00)	88 (58.67)	187 (62.34)
2	Rental house	25 (16.67)	45 (30.00)	70 (23.33)
3	Leased house	26 (17.33)	17 (11.33)	43 (14.33)
	Total	150	150	300

Source: Primary Data

It is clearly understood from the table 4.10 that 66 per cent of the rural respondents, 58.67 per cent of the urban respondents reside in their own house. Seventeen per cent of the rural respondents, 11.33 per cent of the urban respondents reside in leased house and 16.67 per cent of the rural respondents and 30 per cent of the urban respondents reside in the rental house.

It is concluded that, 66 per cent of the rural respondents, 58.67 per cent of the urban respondents reside in their own house.

Communication Facilities

The following table describes the communication facilities used by the respondents.

TABLE 4.11
Communication Facilities

S. No	Communication Facilities	No. of Respondents				Total
		Rural		Urban		
		Yes	No	Yes	No	
1	Telephone	86 (57.3)	64 (42.7)	116 (77.3)	34 (22.6)	300
2	Fax	3 (2.0)	147 (98.0)	16 (10.67)	134 (89.33)	300
3	Cell Phone	150 (100)	0 (0.0)	150 (100)	0 (0.0)	300
4	E-mail	8 (5.3)	142 (94.7)	32 (21.33)	118 (78.67)	300

Source: Primary Data

It is evident from the table 4.11 that 100 per cent of rural and urban respondents strongly support the cell phone as it plays an important role in communication. Fifty seven per cent of the rural respondents, 77.3 per cent of the urban respondents said that telephone is the best tool for communication. Five per cent of the rural respondents, 21.33 per cent of the urban respondents said that e-mail is the best tool for communication and two per cent of the rural respondents, 10.67 per cent of the urban respondents said that fax is the best tool for communication.

It is concluded that 100 per cent of both rural and urban respondents strongly support the cell phone as it plays an crucial role in communication people.

Training Programme

The following table describes the training programme attended by the respondents.

TABLE 4.12
Training Programme

S. No	Training	No. of Respondents		Total
		Rural	Urban	
1	Yes	36 (24.00)	125 (83.33)	161 (53.67)
2	No	114 (76.00)	25 (16.67)	139 (46.33)
	Total	150	150	300

Source: Primary Data

It is evident from the table 4.12 that 76 per cent of the rural respondents, 16.67 per cent of the urban respondents did not attend any training programme to start the business and 24 per cent of the rural respondents, 83.33 per cent of the urban respondents have undergone training programme to start their business.

It is concluded that majority 76 per cent of the rural respondents did not attend any training programme to start the business. Entrepreneurs in rural area are not aware of any training programme given by the Government but 83.33 per cent of the urban respondents have undergone training programme to start the business because they are aware of the various training programmes.

Nature of Training

The following table describes the nature of training undergone by the respondents to start the business.

TABLE 4.13
Nature of Training

S. No	Nature of Training	No. of Respondents		Total
		Rural	Urban	
1	Special course	11 (30.56)	92 (73.60)	103 (63.98)
2	Certificate Course	20 (55.56)	28 (22.40)	48 (29.81)
3	Other courses	5 (13.88)	5 (4.00)	10 (6.21)
	Total	36	125	161

Source: Primary Data

It is clearly understood from the table 4.13 that, 36 rural respondents, 125 urban respondents have undergone training programme to start the business, 55.56 per cent of the rural respondents, and 22.40 per cent of the urban respondents have undergone certificate programmes. Thirty one per cent of the rural respondents, 73.60 per cent of the urban respondents have undergone special courses and 13.88 per cent of the rural respondents, 4 per cent of the urban respondents have undergone other training programmes to start the business.

It is concluded that majority 55.56 per cent of the rural respondents have undergone certificate course and 73.60 per cent of the urban respondents have undergone special courses to start the business, which provide more knowledge and experience to enter into the business.

Total Expenses of the Family of the Respondents

The following table describes the total expenses incurred by the respondents for their families.

TABLE 4.14
Total Expenses of the Respondents

S. No	Total Expenses	No. of Respondents		Total
		Rural	Urban	
1	Upto Rs.3000	5 (3.33)	4 (2.67)	9 (3.00)
2	Rs.3001 – 6000	104 (69.34)	37 (24.67)	141 (47.00)
3	Rs.6001 -9000	24 (16.00)	83 (55.33)	107 (35.67)
4	Above Rs.9000	17 (11.33)	26 (17.33)	43 (14.33)
	Total	150	150	300

Source: Primary Data

It is proved from the table 4.14 that 69.34 per cent of the rural respondents, 24.67 per cent of the urban respondents monthly family expenses amount to Rs.3001-6000. Sixteen per cent of the rural respondents, 55.33 per cent of the urban respondents monthly family expenses amount to Rs.6001-9000. Eleven per cent of the rural respondents, 17.33 per cent of the urban respondent's monthly family expenses amount to above Rs.9000 and 3.33 per cent of the rural respondents, 2.67 per cent of the urban respondent's monthly family expenses amount to nearly Rs.3000.

It is concluded that majority 69.34 per cent of the rural respondents spends about Rs.3001- 6000 per month and 55.33 per cent of the urban respondents' monthly family expenses amount to Rs.6001-9000.

Total Savings of the Respondents

Savings of the public is of great importance in a developing country like India because of its direct bearing on the investment capacity. Their savings are

generally decided by the potential of their savings, behaviour on savings and availability of savings in the economy. The following table describes the total savings of the respondents.

TABLE 4.15
Total Savings of the Respondents

S. No	Savings	No. of Respondents		Total
		Rural	Urban	
1	Up to Rs.2000	45 (30.00)	44 (29.33)	89 (29.67)
2	Rs.2001 - 3000	56 (37.33)	36 (24.00)	92 (30.67)
3	Rs.3001 - 4000	23 (15.33)	19 (12.67)	42 (14.00)
4	Above Rs. 4000	26 (17.33)	51 (34.00)	77 (25.66)
	Total	150	150	300

Source: Primary Data

It is evident from the table 4.15 that 37.33 per cent of the rural respondents, 24 per cent of the urban respondents said that their total saving is about Rs.2001-Rs.3000 per month. Thirty per cent of the rural respondents, 29.33 per cent of the urban respondents said that their total savings is upto Rs.2000 per month. Seventeen per cent of the rural respondents, 34 per cent of the urban respondents said that their total savings is above Rs.4000 per month and 15.33 per cent of the rural respondents, 12.67 per cent of the urban respondents said that their total savings is around Rs.3001-4000.

It is concluded that majority 37.33 per cent of the rural respondents said that their total savings is around Rs.2001-Rs.3000 per month and 34 per cent of the urban respondents say that their total savings is above Rs.4000 per month.

Nature of Occupation of Father

The following table describes the nature of occupation of father in the family of unmarried respondents.

TABLE 4.16
Father's Occupation

S. No	Father Occupation	No. of Respondents		Total
		Rural	Urban	
1	Business	6 (37.50)	5 (26.32)	11 (31.43)
2	Employee	5 (31.25)	10 (52.63)	15 (42.86)
3	Agriculture	5 (31.25)	4 (21.05)	9 (25.71)
	Total	16	19	35

Source: Primary Data

It is understood from the table 4.16 that out of 16 unmarried rural respondents (as per table 4.4) 37.50 per cent of the respondents' fathers engaged in business, 31.25 per cent of the respondents' fathers are employees and 31.25 per cent of the respondents' fathers engaged in agriculture.

Out of 19 unmarried urban respondents, 26.32 per cent of the respondents' fathers engaged in business, 52.63 per cent of the respondents' fathers are employees and 21.05 per cent of the respondent's father engaged in agriculture.

It is concluded that majority 37.5 per cent of the rural respondents' fathers engaged in business, 52.63 per cent of the urban respondents' fathers are employees. Women are where the fathers either from the families which are already engaged in business help their children to run the business.

Year of Service

The following table describes the working experience of father in the family of unmarried respondents.

TABLE 4.17
Father's Experience

S. No	Father's Experience	No. of Respondents		Total
		Rural	Urban	
1	Upto 15 years	5 (31.25)	12 (63.16)	17 (48.57)
2	15- 25 years	7 (43.75)	3 (15.79)	10 (28.57)
3	Above 25 years	4 (25.00)	4 (21.05)	8 (22.86)
	Total	16	19	35

Source: Primary Data

It is clearly understood from the table 4.17 that 43.75 per cent of the rural respondents' fathers, 15.79 per cent of the urban respondents' fathers are having a working experience of 15-25 years. Thirty one per cent of the rural respondents' fathers, 63.16 per cent of the urban respondents' fathers are having a working experience 15 years and 25 per cent of the rural respondents' fathers, 21.05 per cent of the urban respondents' fathers are having a working experience of above 25 years.

It is concluded that majority 31.25 per cent of the rural respondents' fathers are having a working experience of 15-25 years and 63.16 per cent of the urban respondents' fathers are having a working experience upto 15 years.

Nature of Occupation of Mother

The following table describes the nature of occupation of mother in the family of unmarried respondents.

TABLE 4.18
Mother's Occupation

S. No	Mother's Occupation	No. of Respondents		Total
		Rural	Urban	
1	Business	2 (12.50)	2 (10.53)	4 (11.43)
2	Employee	4 (25.00)	4 (21.05)	8 (22.86)
3	House wife	10 (62.50)	13 (68.42)	23 (65.71)
	Total	16	19	35

Source: Primary Data

It is evident from the table 4.18 that out of 16 unmarried rural respondents (as per table 4.4) 62.50 per cent of the respondents' mothers are housewives, 25 per cent of them are employed and 12.5 per cent of the respondents' mothers' occupation was business.

Out of 19 unmarried urban respondents (as per table 4.4) 68.42 per cent of the respondents' mothers are housewives, 21.05 per cent of them are employed and 10.53 per cent of the respondents' mothers occupation was business.

It is concluded that majority, 62.50 per cent of the rural respondents mothers, 68.42 per cent of urban respondents' mothers are housewives.

Year of Service

The following table describes the year of service of mother in the family of unmarried respondents.

TABLE 4.19
Mother's Experience

S. No	Mother's Experience	No. of Respondents		Total
		Rural	Urban	
1	Upto 15 years	3 (18.75)	2 (10.53)	5 (14.29)
2	15- 25 years	6 (37.50)	10 (52.63)	16 (45.71)
3	Above 25 years	7 (43.75)	7 (36.84)	14 (40.00)
	Total	16	19	35

Source: Primary Data

It is understood from the table 4.19 that 43.75 per cent of rural respondents' mothers, 36.84 per cent of urban respondents' mothers are having a working experience of above 25 years. Thirty eight per cent of rural respondents' mothers, 52.63 per cent of urban respondents' mothers are having a work experience of 15 - 25 years and 18.75 per cent of rural respondents mothers, 10.53 per cent of urban respondents' mothers are having a working experience of upto 15 years. It is concluded that majority 43.75 per cent of the rural respondents' others are having working experience of above 25 years and 52.63 per cent of urban respondents' mothers are having experience of 15 -25 years.

Nature of occupation of Husband

The following table describes the nature of occupation of husband in the family of married respondents.

TABLE 4.20
Husband's Occupation

S. No	Husband's Occupation	No. of Respondents		Total
		Rural	Urban	
1	Business	38 (28.36)	50 (38.17)	88 (33.21)
2	Employee	34 (25.37)	63 (48.09)	97 (36.60)
3	Agriculture	19 (14.18)	6 (4.58)	25 (9.44)
4	Other work	43 (32.09)	12 (9.16)	55 (20.75)
	Total	134	131	265

Source: Primary Data

It is evident from the table 4.20 that out of 134 married rural respondents (as per table 4.4) 32.09 per cent of the respondents husbands engaged in other works (daily labourers), 28.36 per cent of the respondents' husbands engaged in business, 25.37 per cent respondents' husbands are employee and 14.18 per cent of the respondents' husbands engaged in agriculture.

Out of 131 married urban respondents. 48.09 per cent of the respondents' husbands are employees, 38.17 per cent of the respondents' husbands engaged in business, 9.16 per cent respondents' husbands engaged in other works (daily labourers), 4.58 per cent of the respondents' husbands engaged in agriculture.

It is concluded that major part, 32.09 per cent of respondents' husbands' occupation are daily labourers in various industries and 48.09 per cent of the respondents' husbands are employees. Insufficient and inconsistency of the men's income may engage women in business. According to their level of knowledge and educational standard, the women entrepreneurs are selecting their business.

Year of Service

The following table describes the working experience of the husband in the family of married respondents.

TABLE 4.21
Husband's Experience

S. No	Husband's Experience	No. of Respondents		Total
		Rural	Urban	
1	Up to 10 years	44 (32.84)	45 (34.35)	89 (33.59)
2	11- 20 years	62 (46.27)	56 (42.75)	118 (44.52)
3	21-30 years	24 (17.91)	25 (19.08)	49 (18.49)
4	Above 30 years	4 (2.98)	5 (3.82)	9 (3.40)
	Total	134	131	265

Source: Primary Data

It is proved from the table 4.21 that 46.27 per cent of the rural respondents' husbands, 42.75 per cent of the urban respondents' husbands are having a working experience of 11-20 years. Thirty three per cent of the rural respondents' husbands, 34.35 per cent of the urban respondents' husbands are having a working experience of upto 10 years. Eighteen per cent of the rural respondents' husbands, 19.08 per cent of the urban respondents' husbands are having a working experience of 21-30 years and 2.98 per cent of the rural respondents' husbands, 3.82 per cent of the urban respondents' husbands are having a working experience of above 30 years.

It is concluded that majority 46.27 per cent of the rural respondents' husbands, 42.75 per cent of the urban respondents' husbands are having working experience of 11-20 years. Out of 300 respondents, 265 respondents husband profile was given and the remaining members are unmarried.

Type of Entrepreneur

The following table describes the type of entrepreneur-wise distribution pattern of the respondents.

TABLE 4.22
Type of Entrepreneur

S. No	Type of Entrepreneur	No. of Respondents		Total
		Rural	Urban	
1	First generation	122 (81.33)	107 (71.33)	229 (76.33)
2	Hereditary business	28 (18.67)	43 (28.67)	71 (23.67)
	Total	150	150	300

Source: Primary Data

It is proved from the table 4.22 that 81.33 per cent of the rural respondents, 71.33 per cent of the urban respondents are first generation entrepreneurs and 18.67 per cent of the rural respondents, 28.67 per cent of the urban respondents are hereditary entrepreneurs.

It is concluded that majority 81.33 per cent of the rural respondents, 71.33 per cent of the urban respondents are first generation type of entrepreneurs. Women show special interest in business as they are new and they are the first generation of women who have started their business.

Form of Business

The following table describes the form of business of the respondents.

TABLE 4.23
Form of Business

S. No	Form of Business	No. of Respondents		Total
		Rural	Urban	
1.	Proprietorship	36 (24.00)	141 (94.00)	177 (59.00)
2.	Partnership	114 (76.00)	9 (6.00)	123 (41.00)
	Total	150	150	300

Source: Primary Data

It is clear from the table 4.23 that 76 per cent of the rural respondents, 6 per cent of the urban respondents are running partnership form of business. Ninety four per cent of the urban respondents, 24 per cent of the rural respondents are running sole proprietorship form of business.

It is concluded that majority 76 per cent of the rural respondents are running partnership form of business and 94 per cent of the urban respondents are running proprietorship form of business.

Nature of Business

The following table describes the nature of business undertaken by the respondents.

TABLE 4.24
Nature of Business

S. No	Nature of Business	No. of Respondents		Total
		Rural	Urban	
1	Trading	61 (40.67)	44 (29.33)	105 (35.00)
2	Manufacturing	31 (20.67)	29 (19.33)	60 (20.00)
3	Service	33 (22.00)	72 (48.00)	105 (35.00)
4	Agri- related	25 (16.66)	5 (3.33)	30 (10.00)
	Total	150	150	300

Source: Primary Data

It is proved from the table 4.24 that 40.67 per cent of the rural respondents, 29.33 per cent of the urban respondents engaged in trading business. Twenty two per cent of the rural respondents, 48 per cent of the urban respondents engaged in service business. Twenty one per cent of the rural respondents, 19.33 per cent of the urban respondents engaged in manufacturing business and 16.66 per cent of the rural respondents, 3.33 per cent of the urban respondents engaged in Agri-related business.

It is concluded that majority 40.67 per cent of the rural respondents engaged in trading business and 48 per cent of the urban respondents engaged in service business. Trading and service are the upcoming businesses for the women; it is a simple business which is suitable even for uneducated women.

Form of Capital

The following table describes the form of capital possessed by the respondents.

TABLE 4.25
Form of Capital

S. No	Form of Capital	No. of Respondents		Total
		Rural	urban	
1	Own capital	77 (51.33)	87 (58.00)	164 (54.67)
2	Borrowed capital	22 (14.67)	20 (13.33)	42 (14.00)
3	Both	51 (34.00)	43 (28.67)	94 (37.33)
	Total	150	150	300

Source: Primary Data

It is evident from the table 4.25 that 51.33 per cent of the rural respondents, 58 per cent of the urban respondents use own capital to run their business. Thirty four per cent of the rural respondents, 28.67 per cent of the urban respondents use both own and borrowed capital and 14.67 per cent of the rural respondents, 13.33 per cent of the urban respondents use only borrowed capital to run their business.

It is concluded that majority 51.33 per cent of the rural respondents and 58 per cent of the urban respondents use own capital to run their business. Entrepreneurs, when they start a business invest their own capital.

Source of Borrowings

The following table describes the source of borrowings of the respondents.

TABLE 4.26
Source of Borrowings

S. No	Source of Borrowings	No. of Respondents		Total
		Rural	Urban	
1	Commercial banks	35 (47.95)	30 (47.62)	65 (47.79)
2	Co-operative banks	22 (30.14)	6 (9.52)	28 (20.59)
3	Friends	6 (8.22)	7 (11.11)	13 (9.56)
4	Relatives	6 (8.22)	11 (17.46)	17 (12.50)
5	Money lenders	4 (5.48)	9 (14.29)	13 (9.56)
	Total	73	63	136

Source: Primary Data

It is understood from the table 4.26 that 73 rural respondents and 63 urban respondents' availed borrowed capital to run their business, 47.95 per cent of the rural respondents, and 47.62 per cent per cent of the urban respondents borrow the fund from commercial banks. Thirty per cent of the rural respondents, 9.52 per cent of the urban respondents borrow from co-operative banks. Eight per cent of the rural respondents, 17.46 per cent of the urban respondents borrow from friends and relatives and 5.48 per cent of the rural respondents, 14.29 per cent of the urban respondents borrow from moneylenders.

It is concluded that majority 47.95 per cent of the rural respondents and 47.62 per cent of the urban respondents borrow the fund from commercial banks. The entrepreneurs who borrow the fund only depend on commercial banks.

Reasons for Non- payment of Loan Instalment

The respondents are asked to rank the various reasons for non- payment of loan instalment. Garrett scoring technique was used to rank the reasons for non- payment of loan instalment and the results are furnished in the following table.

TABLE 4.27

Reasons for Non-payment of Loan Instalment

S.No.	Reasons	Total Scores		Mean Scores		Rank	
		Rural	Urban	Rural	Urban	Rural	Urban
1	Insufficient income	4486	3309	61.45	52.52	I	V
2	High rate of interest	4190	3405	57.39	54.05	III	III
3	Inadequate subsidy	3246	3049	44.47	48.39	IX	VIII
4	More family expenses	4451	3657	60.97	58.05	II	I
5	Low volume of Sales\ service	3916	3420	53.64	54.29	IV	II
6	More amount of bad debts	3259	3141	44.64	49.86	VII	VII
7	Large volume of Credit sales\services	3344	3339	45.80	53.00	VI	IV
8	High Competition	3897	3194	53.38	50.69	V	VI
9	High cost of Production	3251	2883	44.53	43.76	VIII	IX
10	Non-stable demand for the products	2780	2530	38.08	40.16	X	X
11	Problems in Business	2746	2408	37.62	38.22	XI	XI

From the table 4.27, it is clear that out of 11 reasons for the non-payment of loan installments, the rural respondents provided first rank to insufficient income because it had secured the highest mean score of 61.45, second rank to more family expenses (60.97), third rank to high rate of interest (54.05), fourth rank to low volume of sales\service (53.64), fifth rank to high competition (53.38), sixth rank to large volume of credit sales\service (45.80), seventh rank to more amount of bad debts(44.64), eighth rank to high cost of production (44.53), ninth rank to inadequate subsidy (44.47), tenth rank to non-stable demand for the products (38.08) and eleventh rank to problems in business (37.62).

The urban respondents provided first rank to more family expenses because it had secured the highest mean score of 58.05, second rank to low volume of sales\service (54.29), third rank to high rate of interest (54.05), fourth rank to large volume of credit sales\service (53.00), fifth rank to insufficient income (52.52), sixth rank to high competition (50.69), seventh rank to more amount of bad debts(49.86) , eighth rank to inadequate subsidy(48.39) , ninth rank to high cost of production (43.76) , tenth rank to non-stable demand for the products\service (40.16) and eleventh rank to problems in business (38.22).

The result clearly indicates that the main reason for nonpayment of loan instalment of the rural respondents was insufficient income and the urban respondents was more family expenses , because these factors had secured the highest mean score. However both the respondents provided least rank to the reason problems in business.

Government Subsidy

The following table describes the government subsidy availed by the respondents.

TABLE 4.28
Government Subsidy

S. No	Government Subsidy	No. of Respondents		Total
		Rural	Urban	
1	Yes	53 (72.60)	36 (57.14)	89 (65.44)
2	No	20 (27.40)	27 (42.86)	47 (34.56)
	Total	73	63	136

Source: Primary Data

It is proved from the table 4.28 that out of 73 rural respondents and 63 urban respondents (as per table 4.25) who borrowed funds from various sources, only 72.60 per cent of the rural respondents and 57.14 per cent of the urban respondents have availed government subsidy. Twenty seven per cent of the rural respondents, 42.86 per cent of the urban respondents have not availed government subsidy.

It is concluded that majority 72.60 per cent of the rural respondents and 57.14 per cent of the urban respondents have availed government subsidy.

Support from Family Members

The following table describes whether the family members of the respondents are supportive to run the business.

TABLE 4.29
Support from Family Members

S. No	Support	No. of Respondents		Total
		Rural	Urban	
1	Yes	141 (94.00)	141 (94.00)	282 (94.00)
2	No	9 (6.00)	9 (6.00)	18 (6.00)
	Total	150	150	300

Source: Primary Data

It is evident from the table 4.29 that 94 per cent of both rural and urban respondents got support from their family members to run the business and six per cent of both rural and urban respondents deny that nobody in their family helps them to run the business.

It is concluded that majority 94 per cent of both rural and urban respondent's family members support them to run the business successfully.

Mode of Help

The following table describes the mode of help provided by the family members to the respondents.

TABLE 4.30
Mode of Help

S. No	Mode of Help	No. of Respondents		Total
		Rural	Urban	
1	Financial Help	26 (18.44)	33 (23.40)	59 (20.92)
2	Physical Help	93 (65.96)	75 (53.19)	168 (59.58)
3	Moral Help	22 (15.60)	33 (23.40)	55 (19.50)
	Total	141	141	282

Source: Primary Data

Table 4.30 states that 141 respondents (as per table4.29) got support from their family members to run the business, 65.96 per cent of the rural respondents, 53.19 per cent of the urban respondents got physical help from their family members. Eighteen per cent of the rural respondents, 23.40 per cent of the urban respondents got financial help and 15.60 per cent of the rural respondents, 23.40 per cent of the urban respondents got moral help from their family members to run the business.

It is concluded that majority 65.96 per cent of the rural respondents and 53.19 per cent of the urban respondents got physical help from their family to run the business. In today's situation business people are more in need of physical help from their family members.

Journal Subscription

The following table describes the subscription of investment journal by the respondents.

TABLE 4.31
Subscription of Investment Journal

S. No	Journal Subscription	No. of Respondents		Total
		Rural	Urban	
1	Yes	16 (10.67)	60 (40.00)	76 (25.33)
2	No	134 (89.33)	90 (60.00)	224 (74.67)
	Total	150	150	300

Source: Primary Data

It signifies from table 4.31 that 89.33 per cent of the rural respondents, 60 per cent of the urban respondents did not subscribe any investment journal and only 10.67 per cent of the rural respondents, 40 per cent of the urban respondents subscribed investment journal.

It is reviewed that 89.33 per cent of the rural respondents and 60 per cent of the urban respondents are not subscribing the investment journal.

Average Annual Turnover

The following table describes the average annual business turnover of the respondents.

TABLE 4.32
Average Annual Turnover

S. No	Annual Turnover	No. of Respondents		Total
		Rural	Urban	
1	Upto Rs.200000	120 (80.00)	87 (58.00)	207 (69.00)
2	Rs.200001 – 400000	27 (18.00)	34 (22.67)	61 (20.33)
3	Rs.400001 - Rs.600000	1 (0.67)	13 (8.66)	14 (4.67)
4	Above Rs.600000	2 (1.33)	16 (10.67)	18 (6.00)
	Total	150	150	300

Source: Primary Data

It is proved from the table 4.32 that 80 per cent of the rural respondents, 58 per cent of the urban respondents report that the average annual turnover of their business was upto Rs. 200000. Eighteen per cent of the rural respondents, 22.67 per cent of the urban respondents report that the average annual turnover of their business extends from Rs.200001 to 400000. One per cent of the rural respondents, 10.67 per cent of the urban respondents report that the average annual turnover was above Rs.600000 and 0.67 per cent of the rural respondents, 8.66 per cent of the urban respondents report that the average annual turnover reaches from Rs.400000 to 600000.

It is concluded that majority 80 per cent of the rural respondent and 58 per cent of the urban respondents state that the average annual turnover of their business turns upto Rs.200000.

Area of Sales

The following table describes the area of sales of the respondents.

TABLE 4.33
Area of Sales

S. No	Area of Sales	No. of Respondents		Total
		Rural	Urban	
1	Urban	15 (10.00)	56 (37.33)	71 (23.67)
2	Rural	92 (61.33)	16 (10.67)	108 (36.00)
3	Both	43 (28.67)	78 (52.00)	121 (40.33)
	Total	150	150	300

Source: Primary Data

It is proved from the table 4.33 that 61.33 per cent of the rural respondents, 10.67 per cent of the urban respondents sell their products in rural areas. Twenty nine per cent of the rural respondents, 52 per cent of the urban respondents sell their products both in rural and urban areas and 10 per cent of the rural respondents, 37.33 per cent of the urban respondents sell their products in urban area only.

It is concluded that majority 61.33 per cent of the rural respondents say that they sell their products in rural areas and 52 per cent of the urban respondents say that they sell their products both in rural and urban areas.

Investment of Returns in Business

Every entrepreneur earns profit from his\her business. The following table describes the investment of respondent's business profit again in their business.

TABLE 4.34
Investment of Returns in Business

S. No	Investment of Returns	No. of Respondents		Total
		Rural	Urban	
1	Fully invested	13 (8.67)	10 (6.67)	23 (7.67)
2	Partly invested	137 (91.33)	140 (93.33)	277 (92.33)
	Total	150	150	300

Source: Primary Data

It is evident from the table 4.34 that 91.33 per cent of the rural respondents, 93.33 per cent of the urban respondents say that they invest only part of their business profit again in the business and 8.67 per cent of the rural respondents, 6.67 per cent of the urban respondents say that they invest all the profits earned in their business.

It is derived that majority 91.33 per cent of the rural respondents and 93.33 per cent of the urban respondents invest only part of their business profit again in their business. The entrepreneurs though they earn profit in the business they invest only part of their returns in the business.

Area of Investment

The following table describes the area of investment preferred by the respondents.

TABLE 4.35
Area of Investment

S. No	Area of Investment	No. of Respondents		Total
		Rural	Urban	
1	Investment in Banks	40 (29.20)	32 (22.87)	72 (25.99)
2	Investment in Post office	14 (10.22)	28 (20.00)	42 (15.16)
3	Investment in Chit Funds	26 (18.98)	15 (10.72)	41 (14.80)
4	Investment in Jewels	25 (18.24)	20 (14.27)	45 (16.24)
5	Investment in Shares and Debentures	2 (1.46)	6 (4.28)	8 (2.89)
6	Investment in Bonds	5 (3.65)	4 (2.87)	9 (3.25)
7	Investment in LIC	15 (10.95)	19 (13.57)	34 (12.27)
8	Investment in Mutual Funds	0 (0.00)	6 (4.27)	6 (2.17)
9	Investment in Real Estate	10 (7.30)	10 (7.15)	20 (7.23)
	Total	137	140	277

Source: Primary Data

It is esteemed from the table 4.35 that out of 300 respondents selected for the study only 137 rural respondents and 140 urban respondents (as per table 4.34) prefer to invest their business profit in other investment avenues. Twenty nine per cent of the rural respondents and 22.87 per cent of the urban respondents prefer to invest in banks. Nineteen per cent of the rural respondents, 10.72 per cent of the urban respondents prefer to invest in chit funds. Eighteen per cent of the rural respondents and 14.27 per cent of the urban respondents prefer to invest in jewels. Eleven per cent of the rural respondents and 13.57 per cent of urban respondents prefer to invest in LIC. Ten per cent of the rural respondents and 20 per cent of the urban respondents prefer to invest in post office. Seven per cent of the rural respondents and 7.15 per cent of the urban respondents prefer to invest in real

estates. Four per cent of the rural respondents and 2.87 per cent of the urban respondents prefer to invest in bonds and 1.46 per cent of the rural respondents, 4.28 per cent of the urban respondents prefer to invest in shares and debentures.

Though various new investment avenues are available for investment purpose majority 29.20 per cent of the rural respondents and 22.87 per cent of the urban respondents prefer to invest in banks. The major reason for selecting this investment is safety and security.

Asset Possession

The following table describes the asset possession of the respondents for the last three years.

TABLE 4.36
Fixed Assets Possession

S. No	Fixed Assets	Min	Max	Mean	SD	Median
1	Land	75000	500000	233189.66	124519.07	200000.00
2	Building	50000	500000	225000.00	126730.45	200000.00
3	Business Assets	30000	400000	116250.00	88910.07	100000.00
4	Other Fixed Assets	100000	200000	120000.00	44721.36	100000.00
5	Farm Assets	0	0	0.00	0.00	0.00

Source: Primary Data

It is evident from the table 4.36 that the respondents possess an average of Rs. 225000 worth of buildings, Rs. 233189 worth of land and Rs.120000 worth of other fixed assets and Rs. 116250 business assets, for the last three years. It is derived that majority of respondent possess land as their assets for the last three years.

Current Assets Possession

The following table describes the current assets possession for the last three years by the respondents.

TABLE 4.37
Current Assets Possession

S. No	Current Assets	Min	Max	Mean	SD	Median
1	Cash	5000	200000	52380.95	46411.72	50000.00
2	Bank Deposit	5000	300000	45913.04	40860.17	40000.00
3	Post Office	8000	250000	53125.00	63803.00	32500.00
4	Precious Objects	0	400000	132386.36	91234.99	100000.00
5	Consumer Durables	5000	40000	13388.89	7011.33	15000.00
6	UTI	0	0	0.00	0.00	0.00
7	LIC	0	100000	38916.67	24397.47	50000.00
8	Chit fund	0	100000	49000.00	29940.11	50000.00
9	Securities	0	75000	45833.33	24579.80	50000.00
10	Mutual funds	0	0	0.00	0.00	0.00
11	Company Deposits	0	0	0.00	0.00	0.00

Source: Primary Data

It could be seen from the table 4.37 that the respondents possess an average of Rs. 132386 worth of precious objects, Rs. 53125 worth of cash in post office, Rs. 52380 cash in hand, Rs. 49000 in chit funds, Rs. 45913 in bank deposits, Rs. 45833 in securities and Rs. 38916 in LIC for the last three years.

It is concluded that maximum of Rs. 132386 worth of precious objects, the respondents possess as their current assets for the last three years.

Sources of Awareness of Investment Avenues

The respondents are asked to rank the various sources of awareness of investment avenues. Garrett scoring technique was used to rank the sources of awareness and the results are furnished in the following table.

TABLE 4.38
Sources of Awareness of Investment Avenues

S.No.	Sources of Awareness	Total Scores		Mean Scores		Rank	
		Rural	Urban	Rural	Urban	Rural	Urban
1	Advertisements in Print media	7060	7322	47.07	48.81	VI	VI
2	Advertisements in TV	7104	7693	47.36	51.29	V	IV
3	Advertisements in Radio	6692	7345	44.61	48.97	VII	V
4	Friends	9635	9415	64.23	62.77	II	II
5	Relatives	8746	8643	58.30	57.62	III	III
6	Parents	10093	9584	67.29	63.89	I	I
7	Other Investors	7300	6955	48.67	46.37	IV	VII
8	Share brokers	5023	4970	33.49	33.13	IX	IX
9	Investment consultants	5247	4973	34.98	33.15	VIII	VIII

It is evident from the table 4.38 that out of nine sources of awareness for the investment avenues, the rural respondents provided first rank to Parents because it had secured highest mean score of 67.29, second rank to Friends (64.23), third rank to Relatives (58.30), fourth rank to Other Investors (48.67), fifth rank to Advertisements in TV (47.36), sixth rank to Advertisements in Print media (47.07), seventh rank to Advertisements in Radio (44.61) , eighth rank to Investment consultants (34.98) and ninth rank to Share brokers (33.49).

The urban respondents provided first rank to Parents because it had secured highest mean score of 63.89, second rank to Friends (62.77), third rank to Relatives (57.62), fourth rank to Advertisements in TV (51.29), fifth rank to Advertisements in Radio (48.97), sixth rank to Advertisements in Print media (48.81), seventh rank to Other Investors (46.37), eighth rank to Investment consultants (33.15) and ninth rank to Share brokers (33.13).

It is concluded that both rural and urban respondents provided first rank to the source, Parents because it has secured the highest mean score. However both the respondents provided least rank to the source, share brokers.

Motivating Factors for Investment

Using the five point rating scale, weighted average analysis was performed on the motivating factors for investments. The weighted average scores on the motivating factors for investment are presented in Table 4.39

TABLE 4.39
Motivating Factors for Investment

S. No	Motivating Factors	Total Scores		Weighted Average		Rank	
		Rural	Urban	Rural	Urban	Rural	Urban
1	Higher and regular income	641	790	42.73	52.67	I	I
2	Value appreciation/capital gain	564	525	37.60	35.00	II	III
3	Media influence	379	406	25.27	27.07	XII	XI
4	Liquidity	525	484	35.00	32.27	IV	VI
5	Easy withdrawals	490	515	32.67	34.33	VI	V
6	Risk free Investments/ Lesser risk	400	430	26.67	28.67	X	VIII
7	Non- interference of Brokers	424	419	28.27	27.93	VII	IX
8	Goodwill of the company	556	540	37.07	36.00	III	II
9	Collection at Door steps	401	408	26.73	27.20	IX	X
10	Low price	503	521	33.53	34.73	V	IV
11	Sentiments	399	385	26.60	25.67	XI	XII
12	Hereditary	357	375	23.80	25.00	XIII	XIII
13	Speculative profit	412	466	27.47	31.07	VIII	VII

Source: Primary Data

Weights have been assigned to the various motivating factors for Investment with maximum weight given to the first rank and least weight given to the last rank. Finally for each factor, total scores are arrived at, by multiplying the weight by the number of respondents.

It is evident from the table 4.39 that among the motivational factors for investments, the rural respondents provided first rank to higher and regular income (42.73), second rank to value appreciation/capital gain(37.60), third rank to goodwill of the company (37.07), fourth rank to liquidity (35.00) fifth rank to low price (33.53), sixth rank to easy withdrawal (32.67), seventh rank to non-interference of brokers (28.27), eighth rank to speculative profit (27.47), ninth rank to collection at door steps (26.73), tenth rank to risk free investments/ lesser risk (26.67), eleventh rank to sentiments (26.60),twelfth rank to media influence (25.27) and thirteenth rank to hereditary (23.80).

The urban respondents provided first rank to higher and regular income (52.67), second rank to goodwill of the company(36.00), third rank to value appreciation/capital gain (35.00), fourth rank to low price (34.73) fifth rank to easy withdrawal (34.33), sixth rank to liquidity (32.27),seventh rank to speculative profit(31.07), eighth rank to risk free investments/ lesser risk (28.67), ninth rank to non- interference of brokers (27.93), tenth rank to collection at door steps (27.20), eleventh rank to media influence (27.07),twelfth rank to sentiments (25.67) and thirteenth rank to hereditary (25.00).

The result clearly indicated that the important motivating factor for investment both to the rural and urban respondents was higher and regular income, because it has secured the highest average score. Every respondent expects regular income in future to lead life peacefully. It could be seen that the least motivating factor for investment was hereditary.

Level of Importance given to select a particular Investment

Using the five point rating scale, weighted average analysis was performed on the importance given to select a particular investment. The weighted average scores on the importance given to select a particular investment are presented in Table 4.40.

TABLE 4.40
Importance given to select a particular Investment

S. No	Importance	Total Scores		Weighted Average		Rank	
		Rural	Urban	Rural	Urban	Rural	Urban
1	Higher education of Children	671	673	44.73	44.87	I	I
2	Marriage of children	612	639	40.80	42.60	II	II
3	Prestige/Image	498	443	33.20	29.53	VII	X
4	Tax Benefit	401	393	26.73	26.20	XIII	XIII
5	Capital Appreciation	494	475	32.93	31.67	VIII	VIII
6	Stable and regular Income	570	524	38.00	34.93	III	IV
7	Liquidity	463	493	30.87	32.87	XI	V
8	Transferability	464	452	30.93	30.13	X	IX
9	Minimizing risk	488	487	32.53	32.47	IX	VII
10	Raising the standard of living	535	533	35.66	35.53	V	III
11	Provision for business	415	438	27.67	29.20	XII	XI
12	Develop the habit of thrift and savings	509	488	33.93	32.53	VI	VI
13	Interest / Dividend	563	409	37.53	27.27	IV	XII

Source: Primary Data

Weights have been assigned to the various factors given to select a particular investment with maximum weight given to the first rank and least weight given to the last rank. Finally for each factor, total scores are arrived at by multiplying the weight by the number of respondents.

It is clear from the table 4.40 that among the various factors given to select a particular investment the rural respondents provided first rank to higher education of children (44.73), second rank to marriage of children(40.80), third rank to stable and regular income (38.00), fourth rank to interest / dividend (37.53), fifth rank to raising the standard of living (35.66), sixth rank to develop the habit of thrift and saving (33.93), seventh rank to prestige/image (33.20), eighth rank to capital appreciation (32.93), ninth rank to minimizing risk (32.53), tenth rank to transferability (30.93), eleventh rank to liquidity (30.87),twelfth rank to provision for business (27.67) and thirteenth rank to tax benefit (26.73).

The urban respondents provided first rank to higher education of children (44.87), second rank to marriage of children(42.60), third rank to raising the standard of living (35.53), fourth rank to stable and regular income (34.93), fifth rank to liquidity (32.87), sixth rank to develop the habit of thrift and saving (32.53),seventh rank to minimizing risk (32.47), eighth rank to capital appreciation (31.67), ninth rank to transferability (30.13), tenth rank to prestige/image (29.53), eleventh rank to provision for business (29.20), twelfth rank to interest / dividend (27.27) and thirteenth rank to tax benefit (26.20).

The result clearly indicated that both the rural and urban respondents give utmost importance to the factor higher education of children, because it has secured the highest average score. It could be seen that the least important factor for investment was tax benefit.

Preference for Tax Planning

The respondents are asked to rank the preference for tax planning investment avenues. Garrett scoring technique was used to rank the preference for tax planning investment and the results are furnished in the table 4.41.

TABLE 4.41
Preference for Tax planning

S.No	Particulars	Total Scores		Mean Scores		Rank	
		Rural	Urban	Rural	Urban	Rural	Urban
1	NSC VIII issue	6306	6949	42.04	46.33	VI	IV
2	LIC Schemes	10080	10179	67.20	67.86	I	I
3	Public Provident Fund	6798	6837	45.32	45.58	IV	VI
4	ULIP	5368	6783	35.79	45.22	VII	VII
5	Mutual Funds	6426	6998	42.84	46.65	V	III
6	Bank Deposits	9037	7374	60.25	49.16	II	II
7	Residential House	8035	6930	53.57	46.20	III	V

It could be seen from the table 4.41 that among the preference for tax planning investment the rural respondents provided first rank to the factor LIC Schemes because, it has secured the highest mean score of 67.20, second rank to Bank deposits (60.25), third rank to Residential house (53.57), fourth rank to Public Provident Fund (45.32), fifth rank to Mutual Funds (42.84), sixth rank to NSC (42.04) and seventh rank to ULIP (35.79).

The urban respondents provided first rank to the factor LIC Schemes because, it has secured the highest mean score of 67.86, second rank to Bank deposits (49.16), third rank to Mutual Funds (46.65), fourth rank to NSC (46.33), fifth rank to Residential house (46.20), sixth rank to Public Provident Fund (45.58) and seventh rank to ULIP (45.22).

It is concluded that both rural and urban respondents provided first rank to the factor LIC Schemes because it has secured the highest mean score. However both the respondents provided least rank to the factor ULIP.

Problems Faced by the Respondents

Using the five point rating scale, weighted average analysis was performed on the problems faced by the respondents while investing their money. The mean satisfaction scores on the problems faced by the respondent are presented in Table 4.42.

TABLE 4.42
Problems Faced by the Respondent

S.No	Problems	Total Scores		Weighted Average		Rank	
		Rural	Urban	Rural	Urban	Rural	Urban
1	Cumbersome Procedure	618	542	41.20	36.13	I	II
2	Price Fluctuation	578	535	38.53	35.67	III	III
3	Illiquidity	458	442	30.53	29.47	VI	VI
4	High Rate of Commission and Brokerage	534	467	35.60	31.13	IV	IV
5	High Risk	603	546	40.20	36.40	II	I
6	Closure of Business	413	423	27.53	28.20	VII	VII
7	Cheating by Chit-fund Companies	484	447	32.27	29.80	V	V
8	Liquidation of Companies	373	414	24.87	27.60	X	VIII
9	Interference of Intermediaries	388	396	25.87	26.40	IX	IX
10	Lack of Awareness	410	392	27.33	26.13	VIII	X

Source: Primary Data

Weights have been assigned to the various problems faced by the respondents with maximum weight given to the first rank and least weight given to the last rank. Finally for each problem, total scores are arrived at by multiplying the weight by the number of respondents.

It is clear from the table 4.42 that among the ten problems faced by rural respondent “Cumbersome Procedure” has secured the highest mean score of 41.20

and was given the first rank followed by “High Risk” which secured second rank with a mean score of 40.20, third rank to Price fluctuation (38.53), fourth rank to high rate of Commission and brokerage (35.60), fifth rank to cheating by Chit-fund Companies (32.27), sixth rank to Illiquidity (30.53), seventh rank to closure of business (27.53), eighth rank to lack of awareness (27.33), ninth rank to Interference of Intermediaries (25.87) and tenth rank to liquidation of companies (24.87).

The urban respondent provided first rank to high risk (36.40) followed by cumbersome procedure which secured second rank (36.13), third rank to Price fluctuation (35.67), fourth rank to high rate of commission and brokerage (31.13), fifth rank to cheating by Chit-fund Companies (29.80), sixth rank to illiquidity(29.47), seventh rank to closure of business (28.20), eighth rank to Liquidation of Companies (27.60), ninth rank to Interference of Intermediaries (26.40) and tenth rank to lack of awareness (26.13).

The result clearly indicates that the main problem faced by the rural respondents is Cumbersome Procedure and urban respondents are high risk because this problem has secured the highest mean score. The least Problem faced by the rural respondents is liquidation of companies and urban respondents is lack of awareness.

Investment Decision

The following table describes the person by whom the investment decisions are taken.

Table 4.43
Investment Decision

S. No	Investment decision	No. of Respondents		Total
		Rural	Urban	
1	Self	10 (6.67)	18 (12.00)	28 (9.33)
2	Husband	55 (36.67)	46 (30.67)	101 (33.67)
3	Jointly	69 (46.00)	67 (44.67)	136 (45.33)
4	Parents	16 (10.67)	19 (12.66)	35 (11.67)
	Total	150	150	300

Source: Primary Data

Table 4.43 shows that out of 300 respondents taken for the study, 46 per cent of the rural respondents and 44.67 per cent of the urban respondents, after consulting their husbands jointly take investment decision. Thirty seven per cent of the rural respondents' husbands and 30.67 per cent of the urban respondents' husbands take investment decision. Eleven per cent of the rural respondents' parents, 12.66 per cent of the urban respondent's parents take investment decision and 6.67 per cent of the rural respondents, 12 per cent of the urban respondents take decision on their own.

It is concluded that majority 46 per cent of the rural respondents and 44.67 per cent of the urban respondents after consulting with their husbands jointly take investment decision. Though a woman has possessed all the abilities to run the business she is dependent on their family members in taking investment decisions.

Consultation with the Auditor

Some respondents consult their auditor before investing their hard earned money. The following table describes how often the respondents consult their auditors to improve their investment decision.

TABLE 4.44
Consultation with the Auditor

S. No	Consulting Auditor	No. of Respondents		Total
		Rural	Urban	
1	Regular	7 (4.67)	18 (12.00)	25 (8.33)
2	Occasional	15 (10.00)	98 (65.33)	113 (37.67)
3	Not at all	128 (85.33)	34 (22.67)	162 (54.00)
	Total	150	150	300

Source: Primary Data

It is observed from the table 4.44 that 85.33 per cent of the rural respondents, 22.67 per cent of the urban respondents are not consulting their auditors before making investment. Ten per cent of the rural respondents and 65.33 per cent of the urban respondents' occasionally consult auditors. Five per cent of the rural respondents, 12 per cent of the urban respondents regularly consult the auditors before making investment.

It is concluded that majority 85.33 per cent of the rural respondents are not at all consulting their auditors and 65.33 per cent of the urban respondents occasionally are consulting the auditors for their tax planning and investment related works.

Monitoring Investment

The following table describes how often the respondents monitor their investment.

TABLE 4.45
Monitoring investment

S. No	Monitoring Investment	No. of Respondents		Total
		Rural	Urban	
1	Very Regular	7 (4.67)	13 (8.67)	20 (6.67)
2	Regular	21 (14.00)	30 (20.00)	51 (17.00)
3	Occasional	111 (74.00)	82 (54.67)	193 (64.33)
4	Not at all	11 (7.33)	25 (16.66)	36 (12.00)
	Total	150	150	300

Source: Primary Data

It is clear from the table 4.45 that 74 per cent of the rural respondents, 54.67 per cent of the urban respondents occasionally monitor the investment. Fourteen per cent of the rural respondents, 20 per cent of the urban respondents regularly monitor the investment. Seven per cent of the rural respondents, 16.66 per cent of the urban respondents are not monitoring the investment and 4.67 per cent of the rural respondents, 8.67 per cent of the urban respondents often monitor the investment. It is concluded that majority 74 per cent of the rural respondents and 54.67 per cent of the urban respondents occasionally monitor the investment.

Attitude towards Investment

Using the five point rating scale, weighted average analysis was performed on the attitude of the respondents while investing their money. The mean satisfaction scores on the attitude of the respondent are presented in Table 4.46.

Table 4.46
Attitude of the Respondents

S.No	Attitude	Total Scores		Weighted Average		Rank	
		Rural	Urban	Rural	Urban	Rural	Urban
1	Investing today is for a better tomorrow	670	661	44.67	44.07	I	I
2	Investment offers safety	628	607	41.87	40.47	II	II
3	It is profitable	571	532	38.07	35.47	IV	VI
4	It is Liquid	524	521	34.93	34.73	VII	VII
5	It postpones the joy of today to an uncertain tomorrow	520	487	34.67	32.47	VIII	X
6	It is a tough task but is a must	561	534	37.40	35.60	V	V
7	Investment is an inborn habit of many people	512	505	34.13	33.67	XI	IX
8	Increase in wants reduces the investments	514	539	34.26	35.93	IX	IV
9	Genuine investors are cheated by unscrupulous persons	513	473	34.20	31.53	X	XI
10	Government securities are not attractive	425	435	28.33	29.00	XIV	XII
11	Investment reduces liability	534	514	35.60	34.27	VI	VIII
12	Invest today and smile tomorrow	622	588	41.47	39.20	III	III
13	Never invest money with private parties	484	429	32.27	28.60	XII	XIII
14	Investment is a long term affair	450	422	30.00	28.13	XIII	XIV
15	Investor is guided by credit rating agencies	377	360	25.13	24.00	XV	XV

Source: Primary Data

Weights have been assigned to the attitude of the respondent with maximum weight given to the first rank and least weight given to the last rank. Finally for each attitude, total scores are arrived at by multiplying the weight by the number of respondents.

It is evident from the table 4.46 that among the variables selected to measure the attitude, both the rural and urban respondents provided first rank to the factor investing today is for a better tomorrow because it has secured highest score of 44.67 and 44.07 followed by investment offers safety, secured second rank with a mean score of 41.87 and 40.47, invest today and smile tomorrow ranked third with a mean score of 41.47 and 39.20. It could be seen that, investment is a long term affair, government securities are not attractive and investor is guided by credit rating agencies secured the least mean scores.

The result clearly indicated that the variable, “Investing today is for a better tomorrow” has secured the highest mean score and it is the important variable which encourages the respondents to save and invest.

4.3 Summary

This chapter studies the socio- economic profile of the women entrepreneurs. Simple percentage analysis was used to analyze the socio- economic profile. Garret scoring technique was used to rank the sources of awareness of investment avenues, preference for tax planning investment and reasons for non-payment of loan instalment. The result indicates that both the rural and urban respondents provided first rank to the source parents. The most preferred tax planning investment avenue was LIC schemes and the main reason for non-payment of loan instalment of the rural respondents was insufficient income and urban respondents was more family expenses because the respondents provided first rank to these factors.

The result of weighted average analysis shows that, the important motivating factor for investment was higher and regular income because it has secured the highest weighted average. Both the rural and urban respondents give utmost importance to the factor higher education of children and the main problem faced by the rural respondents was cumbersome procedure and urban respondents was high risk because these variables have secured the highest weighted average. Regarding the attitude of the respondents while investing money the variable investing today for better tomorrow has secured the highest average score and is ranked first both by the rural and urban respondents.