CHAPTER – IV

Research Methodology
RESEARCH METHODOLOGY

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CHAPTER – IV

RESEARCH METHODOLOGY

4.1 Introduction

This chapter comprises, of the research design, Research Methodology, Selection of the Study Area, Sampling Size and Design, Scaling Technique in the Questionnaire, Secondary Data, Pilot Study, Variables and Statistical techniques used for data analysis.

The research problem was formulated as indicated earlier in the first chapter. The statement of the problem has been stated as follows “Motivation, Challenges and Success Factors of Women Entrepreneurs in Chennai – A Study”.

4.2 Research Design

It is well known fact that the results of any research study largely depend upon the research design, it adopts. The research design helps the researcher to make the study in an effective way. Therefore, the suitability of research design is very important for any research. Any research effort involves large samples and different research methods such as survey research, experimental, longitudinal, case study, etc., which depend on an efficient method of analysis from the point of view of time and cost. The present study is based on both descriptive and analytical types of research design. Descriptive study is designed to describe the characteristics of a particular group viz., Women entrepreneurs on the basis of sample selected. It includes survey and fact-finding enquires. The major purpose is to present things as they are in social studies; it is called “Ex Facto Research”. Here, the researcher has no control over the variable and he/she could only present items as they are, as revealed by sample respondents.
The detailed questionnaire, comprising all the important information essential for the study have been constructed and administered among the samples. The questionnaire has been pre-tested by administering to a few entrepreneurs and necessary modifications have been done before the final administration. Extra care has been taken to get the accurate response from the respondents by personally explaining them each and every point in detail. To meet the objective suitable hypotheses were framed. The information collected through the questionnaire on the various aspects has been summarized and present in the form of tables. The data are processed by computer and analysed with the help of suitable statistical tools to test the hypotheses and inferences and conclusions are deducted from the examined results since the study is also an analytical one.

4.3 Research Methodology

The study is conducted using both descriptive and analytical type of methodology. The study primarily depends on primary and secondary sources of data. Primary data were collected through a field survey conducted at the micro level covering 530 women entrepreneurs in Chennai city. The selection of the city was purposive, as it was easily reachable. Every respondent thus selected as sample unit was personally interviewed on the basis of a well prepared interview schedule. The respondents were assured that the information provide by them would be treated as strictly confidential and would be used for no other purpose except for research. In the interview schedule, questions regarding several aspects on the socio economic conditions of selected women entrepreneurs in Chennai city were incorporated, besides the questions set to understand the nature and pattern of the business venture, and motivation factors, Challenges faced in their enterprises.
4.4 Selection of the Study Area

Chennai, the capital of Tamil Nadu, is one of the most important industrial cities having diversified industries. There are three major industrial estates, one at Ambattur, the second at Guindy and other at Perungudi. This industrial estates have accommodated a number of medium, small and tiny manufacturing, trading and service units.

Chennai is also the divisional head quarters of Southern Railway and have full fledged harbour facilities to handle the movement of any amount of raw materials and finished products. Chennai is connected not only by rail and sea but also by national High ways and Domestic/International Air ways. This naturally results in cosmopolitan composition to the population of Chennai city. Here people from different states live together in peace.

Hence, more opportunities and facilities are available to women entrepreneurs. The city with its good infrastructure facilities, offers sound prospects for industrial development, which, in turn, could promote women entrepreneurs. In view of this, Chennai city is taken up as the study area and a modest and systematic attempt has been made for studying the different aspects of women entrepreneurs.

4.5 Sampling Size and Design

The Primary data are collected through survey method. The researcher had collected 1062 address of women Entrepreneurs in Chennai with the help of District Industries Centre, Women Development Corporation, Marketing Organization of Women Entrepreneurs and other private Women entrepreneur’s associations. Survey is conducted using well formulated Questionnaire. Convenient random sampling method is applied for generating data. Samples for the purpose of the study are selected systematically.
4.6 Determination of Sample Size

Sample Size \[ n = \frac{(ZS/E)^2}{\text{Z}} \]

Z = Standardized value corresponding to a confidence level of 95% = 1.96

S = Sample SD Pilot study of 50 sample = 0.5871 (This value arrived from the question number 21 of success full Women Entrepreneurs)

E = Acceptable Error = 5% = 0.05

Hence, Sample size \[ n = \frac{(ZS/E)^2}{(1.96*0.5871/0.05)^2} \]

\[ \frac{}{} \]

\[ = 529.66 \]

\[ = 530 \]

4.7 Questionnaire Design

The study area comprises wide parts of Chennai city and they are classified by the researcher to justify the sampling procedure adopted in the research. In this study convenient random sampling method is used. The researcher conveniently selected women entrepreneurs’ nature of unit like manufacturing, trading and service sector and surveyed motivation, challenges and success factors in their business venture.

The primary data are collected through questionnaire survey. The respondents are asked to give their opinion relating to motivation, challenges faced, Backwardness, and perceived success factor, perception towards supporting agencies, Self-satisfaction and Level of success in entrepreneurship with Likert’s 5 point scale.

4.8 Scaling Technique in the Questionnaire

The questionnaire used comprises of both optional type and Statements in Liker’s 5 point scale. The responses are obtained from women entrepreneurs’ nature of unit like manufacturing, trading and service sector concerned to motivation, challenges faced, feel for Backwardness, Perceived success factor, perception towards supporting
agencies, Self-satisfaction and Level of Success in the 5 point scale, which ranges as follows:

- Strongly agree: 5
- Agree: 4
- Un Decided: 3
- Disagree: 2
- Strongly Disagree: 1

4.9 Secondary Data

Secondary data regarding total population, total working populations, migration, organised and unorganised/informal sector poverty and unemployment etc., were drawn mainly from the published and unpublished records of the offices of the census of India Commissioner of Statistics, State Planning Commission, Chennai city Corporation, Chennai Metropolitan Development Authority, Tamil Nadu Women Development Corporation and from various journal, articles, International Conference materials and books. These data were used to highlight the substantiate the theoretical structure of the study problems and to focus on the growth of population, employment generation through various traders and industrial sector of the study area and to supplement the findings of the data collected through the sample survey.

4.10 Pilot Study

A pilot study was conducted to validate the questionnaire and to confirm the feasibility of the study. The filled up Questionnaires are collected from 50 respondents and Cronbach’s Alpha Criterion was applied to test the reliability. Accordingly, the Cronbach’s alpha reliability coefficients of the independent and dependent variables were obtained. Accordingly alpha values for Family support was 0.685, Backwardness was 0.745, Challenges was 0.710, Motivation was 0.810, Perceived success factor was 0.865, Perception about supporting agencies was 0.823 and for Self-satisfaction was 0.908 and Level of success in entrepreneurship was 0.896 all showed a good inter item
consistency of the instrument. The quality of the questionnaire was ascertained and the test showed high reliability. The variables considered for the analysis are satisfying the normal probability distribution. Based on the pilot study, the questionnaire was modified suitably to elicit response from the sample groups.

4.11 Variables

The variables classified as Independent and Dependent were:

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Dependent Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivation</td>
<td>Self-satisfaction and Level of success in Entrepreneurship</td>
</tr>
<tr>
<td>Family Support</td>
<td></td>
</tr>
<tr>
<td>Challenges</td>
<td></td>
</tr>
<tr>
<td>Backwardness</td>
<td></td>
</tr>
<tr>
<td>Perception about Supporting Agencies</td>
<td></td>
</tr>
<tr>
<td>Perceived Success Factor</td>
<td></td>
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</tbody>
</table>

4.12 Data Analysis

The data obtained was first processed and then analyzed with suitable statistical techniques using the statistical package for social science – S.P.S.S. and computer runs. The analysis is presented in the ensuing chapter.

The Statistical tools used for obtaining results are as follows:

- Means and Percentage
- Mean and Standard deviation
- t test is used to compare significant difference between the factors
✿ ANOVA is used to compare significant difference among the various options given by respondents

✿ Friedman Test

✿ Relationships were examined with the use of chi-square ($X^2$) test which was used to measure the strength of association between variables.

✿ Karl Pearson’s Correlation Coefficient is used to analyse the relationship between two or more variables.

✿ Multiple Regressions is used to study the relationship between the dependent and independent variables.

✿ Structural Equation Model Analysis