



Correlation co-efficient between needs for achievements and socio-economic variables of women entrepreneurs

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ARTICLE INFO :

Received : 24.01.2017
Revised : 20.04.2017
Accepted : 03.05.2017

KEY WORDS :

Socio-economic variables, Women entrepreneurs, Primary data

HOW TO CITE THIS ARTICLE :

Seemaprakalpa (2017). Correlation co-efficient between needs for achievements and socio-economic variables of women entrepreneurs. *Adv. Res. J. Soc. Sci.*, 8 (1) : 48-52, DOI: 10.15740/HAS/ARJSS/8.1/48-52.

ABSTRACT

In the process of developing woman as an entrepreneur, her socio-economic variables/ background play an important role in satisfying their needs for achievements. Keeping in view, an attempt is made to get correlation co-efficient between seven needs for achievement and socio-economic variables. Fifteen women entrepreneurs from each zonal area of Agra city was selected running both boutique and beauty parlours. Primary data were collected through interview schedule. Based on nature of information, correlation co-efficient was used as statistical measure. The findings of this study are that age and family size were not correlated with three single needs and four integrated needs. Out of the selected independent variable, caste is positively and significantly correlated with need for influence (+0.208539*) and need for personal and social achievement (+0.367637**) while caste is negatively and significantly correlated with need for personal achievement (-0.2527*) and influence oriented need for personal achievement (-0.22326*). Education showed negative and significant correlation with need for personal achievement (-0.62558**) and need for personal and social achievement (-0.22475*), while influence oriented need for social achievement depicted positive and significant correlation with education (+0.25597*). Marital status was found significantly and negatively correlated with need for personal achievement (-0.40623**) and need for personal and social achievement (-0.25138*). It showed significant and positive correlation with influence oriented need for social achievement (+3.21553**). Family type showed significant and negative correlation with need for personal achievement (-0.385997**). Level of social participation of women entrepreneurs showed positive correlation with need for social achievement (+0.28031*). Family occupation of women entrepreneurs exhibited negative and significant correlation with need for personal achievement (-0.494392**) and need for social achievement (-0.373273**). Family income showed negative and significant correlation with need for personal achievement (-0.302924**) while it is positively and significantly correlated with need for influence. After getting information, researcher and small scale industries' policy maker and executive can plan research programme, financial schemes and training programme accordingly. So that gap between low, middle and high income group can be removed and all people could enjoy equal status in the society in real.

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