

A Study On The Satisfaction Level Of Women Homepreneurs Products

Mrs.B.Anusuya¹, Apurva. S², Devassy S Pullokan³, Nawaz Safa Syed⁴, Risha F⁵

Abstract

Women Homepreneurs are fast elaborating in the economies in almost all the countries. The latent potential of women has deliberate change and increase with the enhancement of knowledge to the role and economic status in the society. Intelligence and Resilience in business are the underlying cause for women to come forth into business initiatives.

Keywords: Ease of Use, Mobile Banking, Perceived Usefulness, Trust, Usage

Introduction

Customer's Level of satisfaction on women homepreneur products is monitored by allocating the scores to challenges concerning to women homepreneur products, aforementioned inquiries are included in the opinion poll. Answers to the query have been rated on a grading scale. The stars assigned to the answers range from one to five. Positioned on the contentment indicator the customers have been segregated into three groups, customers with ignoble, temperate and extreme contentment Level. Quarts are utilized to sort the customers into three analogous bands. Consequently, customers with satisfaction index ranging up to 31 are termed as customers with low Satisfaction Level; those with compensation index ranging between 32 to 35 are termed as customers with reasonable contentment Level and those customers with satisfaction index above 36 are labelled as acceptors with elevated gratification Stage.

Objectives:

- To analyze the Level of Satisfaction women homepreneurs products.
- To Study the Hypothetical Level of Women Homepreneur products.

Width of the Survey

The width focuses on consumers and their experience using the women homepreneur products. More than 75% of the household districts are using women homepreneurs products. As an outcome it is expected that the study would be useful to the women homepreneurs as well as the consumers.

This study gathers the information about the preference and the awareness of the consumer and makes the marketing growth more satisfying for the customers with increasing homepreneurs products it has become imperative to understand the Satisfaction Level and awareness of the women homepreneurs products. Now the products have become significant and to increase the market potential.

Importance of the Study

- This study tries to analyze the Satisfaction Level and to analyze how customers are satisfied with the women homepreneurs product without any usage of technology and marketing techniques.

Review Of Literature

Chandrika Reddy.P and Sinto Joy M (2016), studied about the state of acceptor satisfaction of Crompton pump in Thrissur district. In this article researcher had initiated expository plan. The statistics has been compiled from both primitive and subordinate sources i.e. collected from vendors, middlemen and sales person of different brands through organized surveys with a pattern width of 100 interviewees. It revealed that lousy price, locally made distressed have more necessity in the market. The customer elect to buy pumps which have lower price and durability.

Heidi Hallongren and Juho Rantala (2012) studied about International Market Potential of Finish Silvicultural Machines. He aimed at the identification of the Possibilities, demands and business potential of market activities have developed with the connection to device distribution. Convenience sampling of 150 respondents was taken. the research was called as primary and secondary sample collection.

Mahalakshmi and Sudha (2012) studied about market potential on mangalam news papers. The objectives of the study are to collect the opinion regarding supplements associated with the newspaper. The tools are used for each strata the researcher selects the sample randomly. In this study basic data are gathered by given schedules. The findings are a main factor in selecting a particular newspaper and the age group of the respondents are dependent. The type of newspapers which are read and the occupational level of the respondents are dependent.

Md. Mubeen Afroz (2012) "A study on Market Potential and Performance of Paddy Transplanters and Rotavators in Telangana Region of Andhra Pradesh". The study mainly focused on the performance and market potential of paddy transplanters and rotavators in the Telangana region. The primary data was collected using a pretested questionnaire and face to face interviews. The sample size is 100 respondents. The mean, averages and other appropriate analytical techniques were analysed using basic statistical tools. The study revealed that the sales of paddy transplanters was constantly rising every year because of labour problems, timely operations of particular machinery and private companies and farmers owning them and hiring on a commercial basis.

Method of Research

Research methodology is the specific procedures or techniques. An extensive use of primary data, on the varied dimensions of women homepreneurs, was collected through a suitably framed interview schedule. Besides the responses received on the schedule, informal discussions were held with them to get insight of various matters connected with the functions of the women homepreneurs. Secondary data were collected from thesis works, social work organizations"

Method of Analysis

- Hypothetical Study on Satisfaction
- Percentage Analysis

Percentage Analysis

Percentage analysis is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points. It is a particularly useful method of expressing the relative frequency of survey responses.

Number of Respondents

Percentage of Respondents=

Total/Respondents*100

Findings of the Study

1. Age and Satisfaction Level

In one way or the other, age is associated with satisfaction. Hence, one can say that there exists an association between satisfaction level on women homepreneur products. In order to verify this, the respondents are classified into four groups on the basis of age below 25 years, 26-30 years, 31-40 years and above 41 years.

H₀ = There is no notable association between age of the respondents and satisfaction level on women homepreneur products.

Table – 1.1 Satisfaction Level and Age

SI.NO.	Age	Satisfaction Level			Total
		High	Moderate	Low	
1.	Below 25 years	2	9	4	15
2.	26-30 years	8	93	14	115
3.	31-40 years	4	98	8	110
4.	Above 41 years	3	87	20	110
	Total	17	287	46	350

d.f.: 6

Calculated χ^2 Value:13. 497

Table Value: Five per cent level: 12.592

One percent level:16.812

Interpretation

Since the calculated χ^2 value 13.497 is higher than the table value 2.592. Hence, it is deduced that there is a significant association between the Satisfaction Level on women homepreneur products. Hence, the null hypothesis is rejected.

2. Gender and Satisfaction Level

In order to find out whether gender influences the satisfaction level on women homepreneur products. The following hypothesis is formulated to test on the women homepreneur products.

H₀ = There exist no noteworthy association between gender of the respondents and their Satisfaction Level on women homepreneur products.

Table –1. 2 Gender and Satisfaction Level

Gender	Satisfaction Level			Total
	High	Moderate	Low	
Male	4	56	5	65
Female	13	231	41	285
Total	17	287	46	350

d.f.: 2 Calculated χ^2 Value: 2.249 Table Value: Five per cent level: 5.991

One percent level:16.812

Interpretation

Since the calculated χ^2 value (2.249) is less than the table value (5.991). Hence that there is no important association between gender of the respondents and their Satisfaction Level on women homepreneur products. Hence, Null hypothesis is accepted.

3. Conjugal Status and Satisfaction Level

In order to find out the association between conjugal status and satisfaction level, the respondents have been classified into two categories namely married and unmarried. The following hypothesis is formulated to test .

H₀ = There exist no significant association between conjugal status of the respondents and their Satisfaction Level on women homepreneur products.

Table –1. 3 Marital Status and Satisfaction Level

Marital Status	Satisfaction Level			Total
	High	Moderate	Low	
Married	17	277	46	340
Unmarried	0	10	0	10
Total	17	287	46	350

d.f.: 2 Calculated χ^2 Value: 2.260 Table Value: Five per cent level: 5.991

One percent level:16.812

Interpretation

Since the calculated χ^2 value (2.260) is lesser than 5.991 (table value). Thereby it is deduced that there is no notable association between conjugal status of the respondents and theirsatisfaction level on women homepreneur products. Hence, Null hypothesis is accepted.

4. Area of Residence And satisfaction Level

In order to identify the association between area of residence and Satisfaction Level on women homepreneur products, the respondents area of residence are classified into three categories as rural, urban area and semi-urban.

H₀ = There exist no significant association with the respondents residence and their Satisfaction Level on women homepreneur products.

Table –1. 4 Place of Residence and Satisfaction Level

Place of Residence	Satisfaction Level			Total
	High	Moderate	Low	
Rural	12	242	46	300
Semi-urban	5	45	0	50
Total	17	287	46	350

d.f.: 2 Calculated χ^2 Value: 11.298 Table Value: Five per cent level: 5.991

One percent level:16.812

Interpretation

Since the value χ^2 (11.298) is greater than 5.991 (table value). Therefore it is decided that there is a significant association between the place .Hence, Null hypothesis is rejected.

5. Monthly Income And satisfaction Level

The real standard of living of individual customers depends on the total income earned by them. When the income of the respondents increases, the Satisfaction Level may also increase at the higher level. On the basis of monthly income the respondents are classified into three categories.

H₀ = There exists no significant association between monthly income of the respondents and their Satisfaction Level on women homepreneur products.

Table –1.5 Monthly income and Satisfaction Level

Monthly income	Satisfaction Level			Total
	High	Moderate	Low	
Below Rs.20,000	9	203	38	250
Rs.20,001 - Rs.30,000	8	69	8	85
Rs.30,001 - Rs.40,000	0	15	0	15
Total	17	287	46	350

d.f.: 4 Calculated χ^2 Value: 9.468 Table Value: Five per cent level: 9.488

One percent level:16.812

Interpretation

Since the calculated χ^2 value (9.468) is less than the table value (9.488). Therefore it is concluded that there is no significant association between the respondents' monthly income and their Satisfaction Level on women homepreneur products. Hence, Null hypothesis is accepted.

Hypothesis of the Study

- It has no notable association between respondents' age and Satisfaction Level on women homepreneur products.
- There exist no notable association between gender of the respondents and their Satisfaction Level on women homepreneur products.
- There exist no notable association between marital status of the respondents and their Satisfaction Level on women homepreneur products.
- There exist no notable association between area of residence of the respondents and their Satisfaction Level on women homepreneur products.
- There exist no notable association between monthly income of the respondents and their Satisfaction Level on women homepreneur products.

Satisfied with the Homepreneur Products Wise Classification of the Reviewers

The respondents are classed based on their satisfaction with the homepreneur products and the classification is shown in the following table. **Table – 2.1**

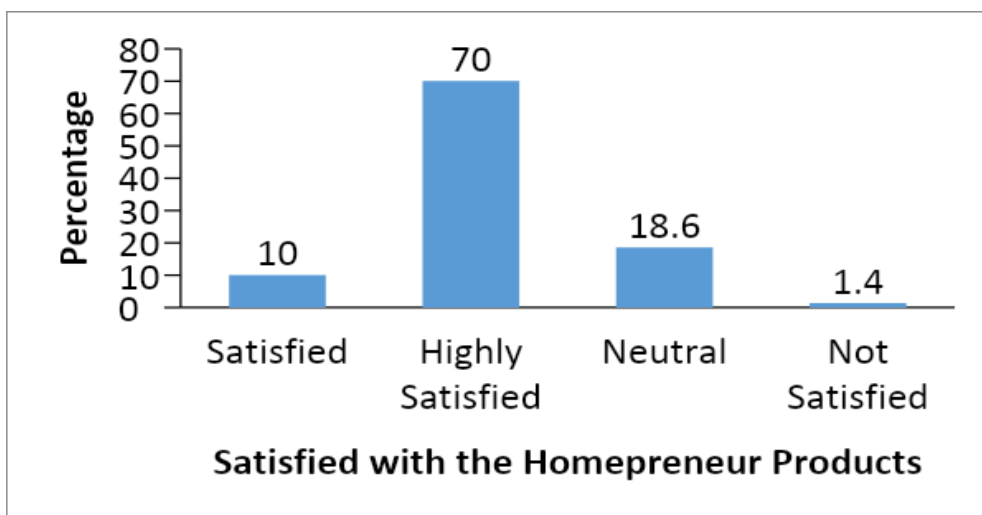
Satisfied with the Homepreneur Products

Sl.NO.	Satisfied with the Homepreneur Products	No of respondents (n = 350)	Percentage
1.	Satisfied	35	10.0
2.	Highly Satisfied	245	70.0
3.	Neutral	65	18.6
4.	Not Satisfied	5	1.4
	Total	350	100

(Source:Primary Data)

It can be inferred that, out of the total 350 respondents, 10.0% of the respondents are satisfied with the homepreneur products, 70.0% of the respondents are highly satisfied with homepreneur products, 18.6% of the respondents are neutral with homepreneur products and remaining 1.4% of the respondents are not satisfied with homepreneur products.

Chart – 2.1 Satisfied with the Homepreneur Products



4.3.13 Overall Satisfaction Of The Quality Products

The table shows classification of reviewees on the basis of their overall satisfaction of the quality products. The Classifications are Best, Good, Better and Poor.

Table – 2.2 Overall Satisfaction of the Quality Products

SI.NO.	Overall Satisfaction of the Quality Products	No of respondents (n = 350)	Percentage
1.	Best	95	27.1
2.	Good	170	48.6
3.	Better	80	22.9
4.	Poor	5	1.4
	Total	350	100.0

(Source:Primary Data)

It can be inferred that, out of the total 350 respondents, 27.1% of the respondents are said best quality of women homepreneur products, 48.6% of the respondents are said good quality of women homepreneur products, 22.9% of the respondents are said better quality women homepreneur products and remaining 1.4% of the respondents are said poor quality women homepreneur products. The majority 48. 6% of the respondents said good quality of women homepreneur products.

Chart – 2.2 Overall Satisfaction of the Quality Products



Conclusion

The effort of the women homepreneurs should not only remain in their area level customer satisfaction improves the level of the business Around the world, women are over-represented among homepreneurship. Women are more likely than men to work mainly at home. This set of women homepreneurship should be concentrated more to make them a successful entrepreneur..