



# A Path Analysis on Evaluation of Constructs of Quality of Work Life among Women Entrepreneurs in Virudhunagar District

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*Abstract* : Today India is full of success story of women entrepreneurs who have proved their mettle. Women entrepreneurs in India are motivated and self-propelled. They contribute value to both society as well as their families. Earlier women worked only to overcome any traumatic conditions in their lives such as divorce, death of their husband or any economic reason. But now modern Indian women are educated, dynamic and vivacious. They work not only to earn for supporting their families but also to create their identity in the male dominated society and be independent. Women entrepreneur plays a key role in opening up new opportunities for promoting growth of the organization through quality of work life. Hence it is essential for the women entrepreneurs to have a high quality of work life and positive contribution in achieving organizational objectives. Percentage analysis is used to analyse the demographic and business profile of the respondents. Garrett Ranking method is applied to evaluate the problems faced by the respondents in running their business enterprise. Chi-square test is used to know the association between the demographic and business profile of the respondents. It was concluded that the prosperity of women entrepreneurs will increase by 0.972 for every unit increase in progress of women entrepreneurs.

*Keywords*: Women Entrepreneur, Quality of Work Life

## I. INTRODUCTION

The days have gone when women always passed her whole life within the boundaries of house and now women are found indulged in every line of business. Economic compulsions have let more and more young girls to take up employment. It is out of work experience, exposure to education and urbanization that the potential source of women entrepreneurs has emerged. With the help of various governmental and non-governmental agencies, growing numbers of women are joining the ranks of entrepreneurs. They are growing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. Quality of work life provides for the balanced relationship among work, non-work and family aspects of life inconvenient.

## II. LITERATURE REVIEW

Valarmathi A. and Hema Bhalakrishnan (2013) stated that the factors like salary, fair compensation, opportunities, job rotation, authority, entertainment, career prospects, job security, training and health influence the quality of work life. Shefali Srivastava and Rooma Kanpur (2014) focused on the key elements of quality of work life like job security, job performance, employee satisfaction etc. They concluded that high degree of QWL leads to job satisfaction which ultimately results in effective and efficient performance. Md. Mahi Uddin and Mustafa Manir Chowdhury (2015) identified five factors of work life balance namely role overloads, health related issues, dependent care, time management, and family and social support. They concluded that women entrepreneurs can focus on to reduce their workloads to manage dependent care issues, to improve their health, to manage their time properly and to ensure family and social support to maintain a balance between work and family life to survive, compete and make their business a success one. Dodot Adikoeswanto, Anis Eliyana, Hamidah, Tuti Sariwulan, Agung Dharmawan Buchdadi, Fadilla Firda (2020) realized the importance of the quality of work life for organizational commitment so that employees share the feeling of belonging to a company and will devote all their resources and abilities to the company.

## III. SCOPE OF THE STUDY

The present study is geographically limited to Virudhunagar District. It is an administrative district as well as industrially developed and commercially vibrant district of Tamil Nadu state in Southern India.

## IV. OBJECTIVES

- To know the demographic and business profile of the women entrepreneurs.

- To assess the quality of work life based on constructs such as personality development, interpersonal relationship, career path planning, stress, economic independence and social status.
- To suggest appropriate measures to improve the quality of work life among women entrepreneurs.

## V. HYPOTHESIS

- ❖ “There is no significant association between educational qualification of the respondents and nature of problems faced”.
- ❖ “There is no significant association between educational qualification of the respondents and size of the enterprise”.

## VI. RESEARCH METHODOLOGY

Research methodology is the way of scientifically and systematically solving the problem. It exhibits the plan of a research process which will be carried out during the period of the research. The present study is descriptive and analytical based on both primary and secondary data. Proportionate sampling technique has applied to select the samples. 437 respondents forms the sample size of the survey. The collected data were processed with the help of appropriate statistical tools such as Percentage analysis, Garrett’s Ranking Technique, Chi-Square Test and Path Analysis..

## VII. ANALYSIS AND INTERPRETATION OF DATA

The demographic and business profile of the respondents was obtained by using four parameters namely educational qualification, occupational background, legal status of the business, period of existence in the business and size of the enterprise.

**TABLE 1**  
**Demographic and Business Profile of the Respondents**

<b>Descriptive Statistics</b>	<b>Particulars</b>	<b>No. of Respondents</b>	<b>Percentage</b>
<b>Educational Qualification</b>	No Formal Education	25	5.7
	Primary Education	43	9.8
	High School	102	23.3
	Higher Secondary	113	25.9
	Diploma	62	14.2
	Graduate	76	17.4
	Post Graduate	7	1.6
	Professional	9	2.1
	<b>Total</b>	<b>437</b>	<b>100</b>
<b>Occupational Background</b>	Family Business	185	42.3
	Career-Minded	94	21.5
	Forced Circumstances	77	17.6
	Experience	76	17.4
	Own Business	5	1.2
	<b>Total</b>	<b>437</b>	<b>100</b>
<b>Legal Status of the Business</b>	Sole Proprietorship	199	45.5
	Partnership	149	34.2
	Private Limited Company	22	5.0
	Family Ownership	67	15.3
	<b>Total</b>	<b>437</b>	<b>100</b>
<b>Period of Existence in the Business</b>	Less than 3 years	111	25.4
	3-6 years	67	15.4
	6-9 years	84	19.2
	9 years and above	175	40.0
	<b>Total</b>	<b>437</b>	<b>100</b>
<b>Size of the Enterprise</b>	Micro (2-9 employees)	52	11.9
	Small (10-49 employees)	195	44.6
	Medium (50-249 employees)	186	42.6
	Large Scale (more than 250 employees)	4	0.9
	<b>Total</b>	<b>437</b>	<b>100.0</b>

It is revealed from the Table 1 that majority of the respondents have completed Higher Secondary and High School which constitutes 25.9 per cent and 23.3 per cent respectively. Most of the respondents (42.3%) do this profession as it is their family business. A majority of 45.5 per cent of the respondents' business units are functioning as sole proprietor form of organization. The business units of 175 respondents (40.0 per cent) are in existence for more than 9 years. Most of the respondents (44.6%) run small size of the enterprise and have 10-49 employees.

**TABLE 2**  
**Nature of Problems - Garrett Score**

S.No.	Nature of Problems	Garrett's Mean Score	Ranking
1.	Industrial Policy	21.06	VII
2.	Finance	67.28	II
3.	Technical Knowledge	37.86	V
4.	Raw Material	20.94	VIII
5.	Marketing	42.94	IV
6.	Local Competition	34.48	VI
7.	Labour Problem	71.14	I
8.	Power and Fuel	45.40	III

Based on the Garrett Mean score, ranks were allotted for the problems faced by the women entrepreneurs in the study area. From the Table 2, it is clear that the highest Garrett Mean score of 71.14 is secured by "Labour Problem", hence it got the first rank. "Finance" got the second rank with the Garrett Mean score of 67.28 and the last rank is given to "Shortage of Raw Material" with the Garrett Mean score of 20.94.

#### Association between Educational Qualification of the Respondents and Nature of Problems faced

To analyse the association between Educational Qualification of the respondents and Nature of problems faced, the following null hypothesis has been formulated:

*Ho1: "There is no significant association between educational qualification of the respondents and nature of problems faced".*

**TABLE 3**  
**Association between Educational Qualification of the Respondents and Nature of Problems faced - Result of Chi-square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	233.258	49	0.000
Likelihood Ratio	239.626	49	0.000
Linear-by-Linear Association	0.876	1	0.349
N of Valid Cases	437		

It is significant from the Table 3 that the critical value is 0.000 for the association between educational qualification of the respondents and nature of problems faced. Since the standard value is 0.05 and the critical value is lesser than that, the null hypothesis is rejected. It means that there is a significant association between educational qualification of the respondents and nature of problems faced.

*Ho2: "There is no significant association between educational qualification of the respondents and size of the enterprise".*

**TABLE 4**  
**Association between Educational Qualification of the Respondents and Size of the Enterprise – Result of Chi-square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	251.141	21	0.000
Likelihood Ratio	240.902	21	0.000
Linear-by-Linear Association	7.866	1	0.005
N of Valid Cases	437		

Table 4 upshots that the critical value is 0.000 for the association between educational qualification of the respondents and size of the enterprise. Since the standard value is 0.05 and the critical value is lesser than that, the null hypothesis is rejected. It means that there is a significant association between educational qualification of the respondents and size of the enterprise.

## VIII. EVALUATION OF CONSTRUCTS OF QUALITY OF WORK LIFE OF WOMEN ENTREPRENEURS – PATH ANALYSIS

Structural equation modeling is a multivariate statistical analysis technique that is used to analyze structural relationships. This technique is the combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables and latent constructs. Here Structural Equation Modeling method has been used to evaluate the constructs of Quality Work Life among Women Entrepreneurs. Table 5 shows the model fit summary for SEM analysis.

**TABLE 5**  
**Model Fit Summary**

Variable	Value
Chi-square value	0.541
Degrees of freedom	25
p value	0.07
Goodness of Fit Index (GFI)	0.972
Adjusted Goodness of Fit Index (AGFI)	0.905
Comparative Fit Index (CFI)	1.000
Root means square residual (RMR)	0.003
Root Mean Score Error of Approximation (RMSEA)	0.000

(Source: Calculated data)

As good fit of the model statistic must be lower, so the null hypothesis will be accepted. It is found that the calculated p- value 0.07 is greater than 0.05 which indicates a perfect fit: and here Goodness of Fit Index (GFI) value and Adjusted Goodness of Fit Index (AGFI) value is greater than 0.9 which represent that it is a good fit.

The calculated Comparative Fit Index (CFI) value is 1 which represents that it is perfectly fit, and also it is found that Root Mean Score Error of Approximation (RMSEA) value is 0.000 and Root means square residual (RMR) value is 0.003, which are less than that 0.10 which indicated the model is perfectly fit. In the structural model, dependence relationship and correlation relationship among the factors with other variables, namely, progress of women entrepreneurs and prosperity of women entrepreneurs has been tested.

SEM is an acronym of structural equation modeling. SEM examines the relationship between variables. In recent variables, SEM has become a useful method in social and behavioural sciences for specifying, estimating and testing hypothesized interrelationships among a set of substantively meaningful variables. It combines factor analysis and regression analysis and moves forwards. It is rightly said to be an extension of both these. SEM is far sophisticated. It is a powerful tool that enables a researcher to test relationship between multiple independent variables and multiple dependent variables. Factor analysis, regression analysis and multiple regression analysis all have a limitation; all can examine only a single relationship. SEM can examine a series of dependent relationship and can also test interdependent relationships. SEM is a collection of statistical techniques that allow a set of relations between one or more independent variables. Due to such versatility, SEM is called by different names – casual modeling, casual analysis, simultaneous equation modeling analysis of covariance structures and path analysis.

This structural equation model contains the following variables:

1. Observed Endogenous variables
  - a. Progress of Women Entrepreneurs
  - b. Prosperity of Women Entrepreneurs
2. Observed Exogenous variables
  - a. Personality Development
  - b. Inter personal Relationship
  - c. Career Path Planning
  - d. Stress
  - e. Economic Independence
  - f. Social Status
3. Unobserved Exogenous variables
  - a. E1
  - b. E2

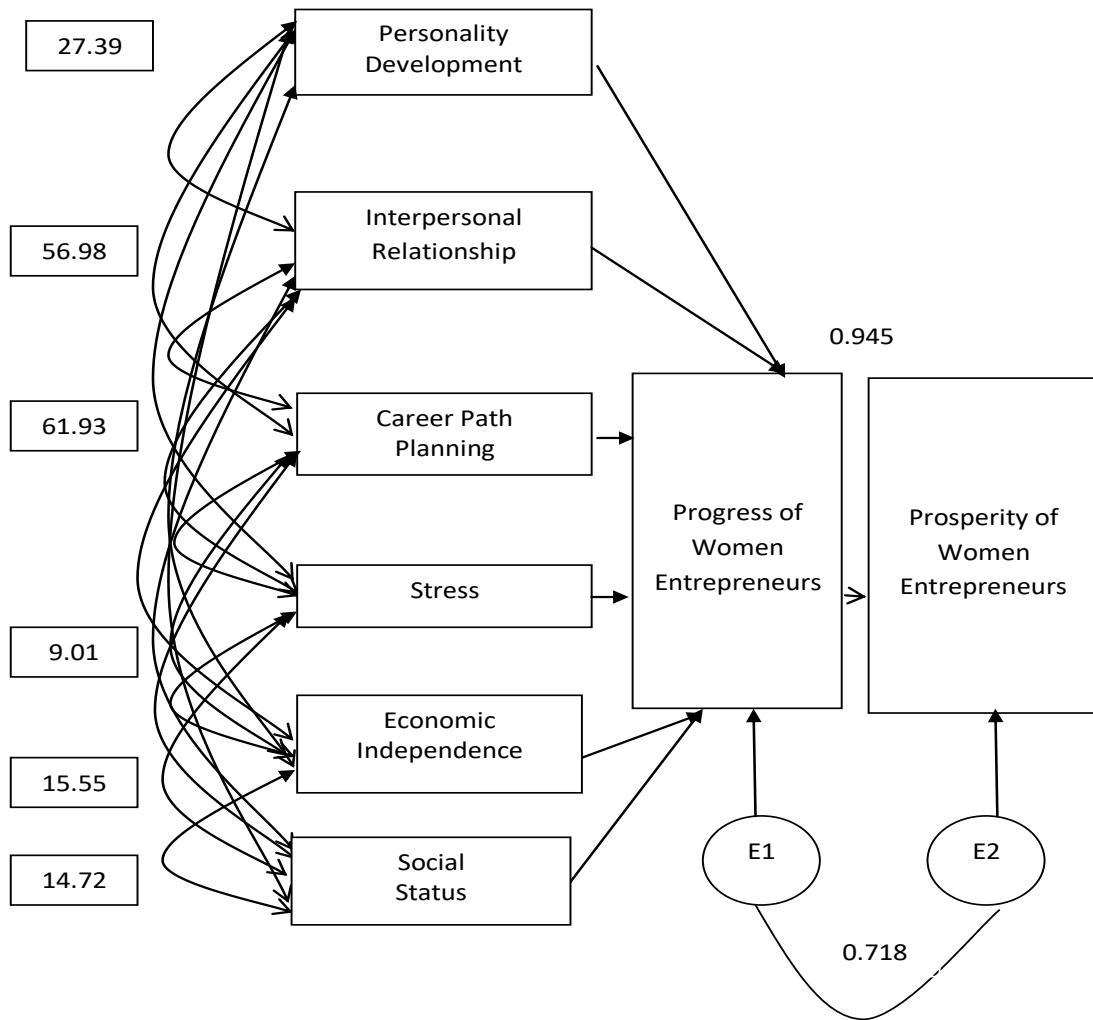
Number of variables in the model : 10

Number of observed variables : 8

Number of unobserved variables : 2

Number of Exogenous variables : 6

Number of Endogenous variables : 2



From the above figure, it is clear that the six observed exogenous variables leads to two observed endogenous variables and two unobserved exogenous variables. The two observed endogenous variables are named as “Progress of Women Entrepreneurs” and “Prosperity of Women Entrepreneurs”. The unobserved variables are E1 and E2. The relationship between two observed endogenous variables is 0.945 which indicates that the six observed exogenous variables are significant and their base is real. The relationship between two unobserved exogenous variables is 0.718 which indicate that the two observed endogenous variables are dependable with each other.

Table 6 spells out the decomposition analysis of variables used in Path Model Analysis.

**TABLE 6**  
**Variables in Path Analysis Model - Decomposition Analysis**

Variables		Un standardised co-efficient	SE	Standardised co-efficient	T values	P value
Progress of Women Entrepreneurs	← Opinion about Personality Development	0.725	0.01	0.69	11.65	0.000
Progress of Women Entrepreneurs	← Opinion about Interpersonal Relationship	0.966	0.05	0.802	8.90	0.03
Progress of Women Entrepreneurs	← Opinion about Career Path Planning	0.542	0.017	0.93	18.44	0.016
Progress of Women Entrepreneurs	← Opinion about Stress	0.358	0.021	0.570	14.28	0.000
Progress of Women Entrepreneurs	← Opinion about Economic Independence	0.846	0.09	0.274	15.0	0.036
Progress of Women Entrepreneurs	← Opinion about Social Status	0.920	0.02	0.382	11.59	0.004
Prosperity of Women Entrepreneurs	← Progress of Women Entrepreneurs	0.972	0.06	0.285	14.37	0.024

(Source: Primary data)

Opinion about Personality Development, Interpersonal Relationship, Career Path Planning, Stress, Economic Independence and Social Status.

#### Correlation between Endogenous and Exogenous variables

It is clear from Table 6 that the unstandardised co-efficient for the variable “opinion about Personality Development” is estimated as 0.725 and standardized co-efficient is estimated as 0.69. It represents the case relating to “Progress of Women Entrepreneurs” holding the other variables such as opinion about interpersonal relationship, career path planning, stress, economic independence and social status as constant. It means that the Progress of Women Entrepreneurs will increase by 0.725 for every unit increase in Personality Development and the co-efficient value is significant at 5 per cent level.

The Unstandardised co-efficient for the variable for “opinion about Interpersonal Relationship” is estimated as 0.966. The standardized co-efficient is 0.802. It represents the case relating to “Progress of Women Entrepreneurs” holding the other variables such as opinion about personality development, career path planning, stress, economic independence and social status as constant. It means that the Progress of Women Entrepreneurs will increase by 0.966 for every unit increase in Interpersonal Relationship and the co-efficient of value significant at 5 per cent level.

For the variable “opinion about Career Path Planning”, the Unstandardised and standardized co-efficient are estimated as 0.542 and 0.93. It represents the case relating to “Progress of Women Entrepreneurs” holding the other variables such as opinion about personality development, interpersonal relationship, stress, economic independence and social status as constant. It means that the Progress of Women Entrepreneurs will increase by 0.542 for every unit increase in Career Path Planning and the co-efficient value is significant at 5 per cent level.

The Unstandardised co-efficient for the variable “opinion about Stress” is estimated as 0.358. The standardized co-efficient is 0.570. It represents the case relating to “Progress of Women Entrepreneurs” holding the other variables such as opinion about personality development, interpersonal relationship, career path planning, economic independence and social status as constant. It means that the Progress of Women Entrepreneurs will increase by 0.358 for every unit increase in Stress and the co-efficient value is significant at 5 per cent level.

It is clear that the Unstandardised co-efficient for the variable “opinion about Economic Independence” is estimated as 0.846. The standardized co-efficient is 0.274. It represents the case relating to “Progress of Women Entrepreneurs” holding the other variables such as opinion about personality development, interpersonal relationship, career path planning, stress and social status as constant. It means that the Progress of Women Entrepreneurs will increase by 0.846 for every unit increase in Economic Independence and the co-efficient value is significant at 5 per cent level.

Here the Unstandardised co-efficient for the variable “opinion about Social Status” is estimated as 0.920. The standardized co-efficient is 0.382. It represents the case relating to “Progress of Women Entrepreneurs” holding the other variables such as opinion about personality development, interpersonal relationship, career path planning, stress, and economic independence as constant. It means that the Progress of Women Entrepreneurs will increase by 0.920 for every unit increase in Social Status and the co-efficient value is significant at 5 per cent level.

The Unstandardised and standardized correlation between two endogenous variables viz., Progress of Women Entrepreneurs” and “Prosperity of Women Entrepreneurs” are 0.972 and 0.285. It means that the Prosperity of Women Entrepreneurs will increase by 0.972 for every unit increase in Progress of Women Entrepreneurs and the co-efficient value is significant at 5 per cent level.

## IX. SUGGESTION

- Success stories of women entrepreneurs from varied backgrounds should be popularized through text books of schools and colleges to create interest in the minds of budding entrepreneurs.
- The initiatives taken by the Government to introduce skill based education at different levels of education should be implemented efficiently and effectively to inculcate entrepreneurial culture in the minds of the student community which will prune the girl students to become capable entrepreneurs in future.
- The Government should organize Seminars, Conferences, Workshop and Hands on Training in more numbers especially for women entrepreneurs to acquire expertise from leading entrepreneurs.
- Special Women Forums must be established at District, State and National levels to enable the women entrepreneurs to file complaints against constraints, if any, and to reduce their grievances.

## X. CONCLUSION

It is true that path of success is not the bed of roses. It is full of hurdles. Those who rein their will power go ahead. They do not give up in the middle of the path. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. There is hardly any field without women. With the little bit of assistance from family, society and Government, women may well carve a brighter future for herself, her family, her neighbours, the nation and the world at large. A happy and healthy women entrepreneur have better quality of work life thereby maximize the profit, make good decisions and positively contribute to the organizational goal.

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