

**CORRELATION MEASURES OF SOCIO-ECONOMIC FACTORS WITH LEVEL OF SATISFACTION  
AMONG TRADING ENTREPRENEURS IN EDAPPADI TOWN, SALEM DISTRICT – A PEARSON'S  
APPROACH**

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**Abstract:**

Measuring the level of relationship between socio-economic variables and the level of satisfaction determines the existing position of the sample respondents in the study area. This present study concentrated to collect pertinent data from the trading entrepreneurs located at Edappadi Town in Salem. This study made an attempt to know the relationship between the variables which is common in both socio - economic status of the sample respondents and their level of satisfaction. The researcher applied Karl Pearson's method to identify the correlation level among them. Based on the results of analysis suitable suggestions also were made.

**Key words:** Correlation, Entrepreneur, Trading, Variables, Turnover

**Introduction:**

Trading entrepreneurs playing an important role in the sales processes, particularly maintaining direct contact with the customers of their concern. This may enable them to have good sales turnover for the products. Maintaining the adequate level of satisfaction among the trading entrepreneurs may support the manufacturers to push more quantity of products in the market through them. For this study, the researcher made an attempt to collect responses from seventy-five sample respondents and appropriate statistical tool was employed to bring out the results to prove / disprove the hypotheses of the study.

**Statement of the Problem:**

This study made an attempt to measure the level of satisfaction among the trading entrepreneurs in the study are with suitable socio-economic attributes viz., age, educational qualification, annual income, number of family members, type of family, and type of entrepreneur have an influence on their level of satisfaction.

**Methodology:**

The present study used primary data and the same was collected using a well-structured questionnaire in the study area. The collected data was analysed using Karl Pearson's method of correlation to arrive the results and prove / disprove the hypotheses of the study.

**Hypotheses of the Study:**

The present study established the following null hypotheses statements to test the relationship associated between the variables used for this study and is given below;

$H_0$  : There is no relationship between age of the respondents and their level of satisfaction

$H_0$  : There is no relationship between educational qualification of the respondents and their level of satisfaction

$H_0$  : There is no relationship between annual income of the respondents and their level of satisfaction

$H_0$  : There is no relationship between number of family members of the respondents and their level of satisfaction

$H_0$  : There is no relationship between type of family of the respondents and their level of satisfaction

$H_0$  : There is no relationship between type of entrepreneur and their level of satisfaction

**Data Analysis:**

Data analysis of this present study was carried out using pertained data collected from the study area using Karl Pearson's method of Correlation to estimate the relationship associated between the select variables and is exhibited below;

**Table – 1**

**Socio-economic variables of the respondents and Level of their satisfaction  
(Correlation Analysis)**

Socio - economic variables (Independent Variables) of the Respondents	Calculated 'r' Value	Calculated 'r' Value in Percentage	Type of 'r'	Remarks
Age	-0.165	-16.50	Negative Correlation	Variables move in the opposite direction
Educational Qualification	0.148	14.80	Positive Correlation	Variables move in the same direction
Annual Income	0.800	80.00	Positive Correlation	Variables move in the same direction
Number of members in family	0.254	25.40	Positive Correlation	Variables move in the same direction
Type of family	0.145	14.50	Positive Correlation	Variables move in the same direction
Type of Trading Entrepreneur	0.039	03.90	Positive Correlation	Variables move in the same direction

**Dependent variable:** Level of Satisfaction of the Respondents**Source:** Primary data**Discussions:**

It is observed from the above analysis that, only one variable moves in the opposite direction i.e., age of the respondent with the select dependent variable and it has -0.165 as calculated 'r' value. On the other hand, variables like educational qualification, annual income, number of members in family, and type of trading entrepreneur has the positive correlation viz., 0.148 (14.80%), 0.800 (80.00%), 0.254 (25.40%), 0.145 (14.50%), and 0.039 (3.90%) respectively. Among these variables, annual income of the respondents has highest level of relationship with their level of satisfaction towards their trading practices. Hence it is proved from the analysis that, annual income of the respondents plays a vital role in determining the level of satisfaction among the sample respondents in the study area. Further it is decided to prove / disprove the hypotheses framed for this study and the following hypotheses were accepted, are;

- $H_0$  : There is no relationship between age of the respondents and their level of satisfaction
- $H_1$  : There is a relationship between educational qualification of the respondents and their level of satisfaction
- $H_1$  : There is a close relationship between annual income of the respondents and their level of satisfaction
- $H_1$  : There is a relationship between number of family members of the respondents and their level of satisfaction
- $H_1$  : There is a relationship between type of family of the respondents and their level of satisfaction
- $H_1$  : There is a relationship between type of entrepreneur and their level of satisfaction

**Conclusion:**

From the analysis it is understood that, age of the respondents has no relationship among the sample respondents. Further it is proved that annual income of the respondents decides their level of satisfaction. Entrepreneurship is an important segment in an economy and it carries vital role in every economy developments. It is concluded that, the manufacturers of the products may give keen attention to improve the level of satisfaction by offering more income via any way to the trading entrepreneurs.

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