

Original Article

# Demographic Factors and Sustainability of Women Entrepreneurs in Dhaka City

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**Abstract** - Over the past two decades, women entrepreneurs have been recognized for their significant contribution to the economic development of the world. Women entrepreneurship is the process where women run a small or medium business with different types of production, undertake risks and provide employment to others. Like other countries, it plays a key role in the economic growth of Bangladesh as well. The research has used the quantitative method. The quantitative study tried to identify the relationship between demographic variables and the sustainability of women entrepreneurs. This research collected data from a questionnaire survey from three hundred and sixty-nine women entrepreneurs of small enterprises in Dhaka city. Descriptive statistics, Pearson's Chi-Square Test, and Spearman's Rank Test are applied to conduct statistical analysis of the collected data. The findings of the research are that there is a direct relationship between the sustainability of women entrepreneurs and the demographic variables. The spearman's rank test is also used to measure the sustainability of women entrepreneurs with the two most important factors; there are profitability and longevity. The findings of this paper will benefit policymakers, academic researchers, professionals, and others to know about how demographic factors affecting the sustainability of women entrepreneurs.

**Keywords** - Women Entrepreneurs, Demographic Factors, Small Enterprises, Sustainability, Dhaka, Bangladesh

## I. INTRODUCTION

Women entrepreneurship is the procedure where women can run their own business with their managerial skills, undertake all types of risks, and most importantly give the job to others (Brush et al. 2006; Amin, 2017; Amin 2018b). Women involved in many businesses take on the challenges to run their own business in this world. In the cultural context of Bangladesh, the role of a woman is commonly presented as a mother, wife, and family caretaker in her home (Amin, 2018b). In today's dynamic world, the economic deviations imposing on this nation over the past few decades, however, have affected this perception to varying degrees in different traditional contexts (Amin, 2018a; Amin, 2018b; Amin, 2019). Bangladesh is one of the Muslim countries that have permitted women to work outside. The main problem in

working outside is not considering their traditional roles as mothers or as homemakers (Amin, 2018b). They are bound to balance both family and work-life (Amin, 2018b). Over the past two decades, women entrepreneurs have been renowned for their significant contributions to the social and commercial development of their countries by contributing nation's GDP growth (Amin, 2017; World Bank, 2016). Global Entrepreneurship Monitor (GEM) report stated that depending on the economy and country studied, between 15% to more than 35% of business owners are women (GEM, 2010; Herrington and Kew, 2015).

The study contributed to the knowledge about women's entrepreneurship in a developing economy like Bangladesh. . Dhaka is one such developing economic city of Bangladesh, where women are involved in various ventures namely small enterprises and SMEs (Amin, 2018a; Amin, 2018b). These women contribution to the socio-economic well-being of their families and communities through their income in the nation's GDP (Amin, 2017; Roy, 2016). Women entrepreneurs of Dhaka city established attention from policymakers and academic researchers (Amin, 2018a; Amin, 2018b). It is proved that women's contributions as business proprietors have been almost entirely neglected in Bangladesh (Haque and Itohara, 2009). Fasci and Valdez (1998) launched two important ideas claiming that women-owned enterprises were smaller and less money-making and their main barrier is all about their gender. This discrimination has been in vogue till now (Chowdhury et al. 2020). Most women entrepreneurs are driven towards the choice of entrepreneurship primarily motivated by their obligation to satisfy domestic roles (Amin, 2018b). Parvin (2012) and Parveen (2007) argued that due to sovereignty, flexible timing and emphasis on family needs persuade many women to create their enterprises.

There is a strong association between environmental, demographic variables and women entrepreneurs in SMEs explained by Chowdhury et al. (2013). Since 1980 the SME development has been one of the most important steps of successive progress for the government of Bangladesh for creating more employment (Chowdhury, 2007). In the 21st century, women entrepreneurs in Dhaka city are still facing the same traditional problems, which is



not good news for the progress of Bangladesh (Parvin et al, 2012; Parveen, 2007). Though women-owned firms are the fastest rising sector of businesses still they have to overcome obstacles that male entrepreneurs do not face (Alam, 2012; Razavi, 2012). There are many theories and academic research on women entrepreneurship, this study has attempted to capture the core of identifying the factors affecting the sustainability of women entrepreneurs in a small enterprise. The research problem of this study is to determine demographic factors affecting the business sustainability of women entrepreneurs in Dhaka city. In this study, the researcher also believes that demographic characteristics are disturbing the sustainability of women entrepreneurs. Reynolds et al. (2000) identified age as the most influential variable among the demographic variables for women entrepreneurs. Individuals between the ages of 25 to 44 are most expected to be devoted to their own business (Chowdhury et al., 2013; Reynolds et al, 2000). Besides, Alam and Chaudhury (2008), Rao (2013) recognized education as one of the most important variables. For this study researcher selected the two demographic variables, namely age and education. According to the problem identified by Amin 2018a, this research motivated work about the sustainability of women entrepreneurs in Dhaka city. There is a big knowledge gap between women entrepreneurship and the sustainability of women entrepreneurs.

Since the 21<sup>st</sup> century, the growth of women entrepreneurs are developing day by day all over the world (Amin, 2017). Generally, as the number of woman entrepreneur increases, the number of jobs is also increasing (Amin, 2018b). Fielden and Davidson (2005) argued that increased impendence for women, later marriage, decreased childbearing, increased educational levels, and the increased desire for financial impendence; all of the factors increased the growth of women entrepreneurs. According to the Global Entrepreneurship Monitor report, women entrepreneurs make an important contribution to the development of the world economy especially in low and middle-income countries (GEM, 2007; GEM, 2010; GEM 2016/17).

#### **A. Entrepreneurship and Women Entrepreneurship**

Murray (1938) stated that an entrepreneur is a person who has an entrepreneurial mind with a determination of his/her business success. Entrepreneurship is a process created and managed by the entrepreneur (Murray 1938). From an economist's perspective, financial materials measured in terms of monetary gain and business development are seen as being at the heart of entrepreneurship. From a psychological perspective, attributes, values, and the existence of specific traits are seen as inherent in entrepreneurs. According to management views, entrepreneurship is perceived as a process of organizing existing resources in marketable products or services. Whilst these disciplines acknowledge the role of other issues, the specific field of study directs the entrepreneurial model or definition, suggesting that entrepreneurship can be perceived according to the eye of the beholder (Saxon, 2003). When men and women run

their own businesses with their innovative ideas; called entrepreneurs (Schumpeter, 1934). Generally, women-owned enterprises with their entrepreneurial minds are called women entrepreneurs (Amin, 2018b). The studies of Zapalska (1997); Zapalska and Brozik (2014) described women entrepreneurs as women involved in making self-governing decisions related to managing business or industries or firms. Women entrepreneurship is the process where women can manage her own business, take all types of business risks and create the job for others (Amin, 2017). According to the published report of the Research Department of Bangladesh Bank, less than 15 million BDT (17, 700 USD Approx.) is considered small enterprise (BB, 2016; BBS, 2017). According to BBS (2014), different enterprises are defined according to the number of employees like, micro 0-9, small 10-49, medium 50-99, large above 99 (no. of employees).

#### **B. Sustainability of Women Entrepreneurs**

Sustainability is a goal setting, goals offer continuous development of any project or performance of any company (Epstein MJ and Roy, 2001). In this study, the researcher needs to measure the performance of women entrepreneurs of Bangladesh, specifically Dhaka city (the capital city of Bangladesh). Identifying key variables of women entrepreneurs' performance parameters can be measured in this study. There are two variables (profitability and longevity of business) of women entrepreneurs that helped to measure sustainability for women in business. According to the report of the Research Department of Bangladesh Bank (BB, 2016), running a business time is very important to consider any business as "sustainable business." Foster (2016) believed that successful women entrepreneurs have business growth and sustainability beyond five years. Minimum 5 to 6 consecutive years of any business period with good profitability can be considered as a sustainable business and a loan amount of these types of business can be a good amount concerning the entrepreneur's previous credit report (BB, 2016). In this study, 5 to 6 consecutive years of business period are also considered as sustainable small enterprises. Sustainability entrepreneurship is directly related to entrepreneurial success for women entrepreneurs. Entrepreneurial success is a business process that has profits and longevity for 5 years or more (U.S. Small Business Administration [SBA], 2014). According to Foster (2016), Maude (2014); sustainability entrepreneurship is emerging research that defines the process of recognizing, developing, and exploiting entrepreneurial opportunities that create economic, environmental, and social value. Foster (2016) claimed that successful women entrepreneurs have business development and sustainability beyond five years. Church and Truitt (2017) believed that sustainability is working as a business strategy for developing business organizations for Brazilian women entrepreneurs. Sustainability entrepreneurship is a prime concern for the youth and women entrepreneurs (Orobia el at, 2020). According to Epstein MJ and Roy (2001), sustainability is goal setting, goals offer continuous development of any project or

performance of any company. As the significant economic contribution of women entrepreneurs is identified, this study helped to ensure the continuous development of women entrepreneurs through minimizing the sustainability crisis of their business. According to Chowdhury et al. (2013), the success of women entrepreneurs is related to two demographic characteristics and environmental elements. This research is motivated to find out the relationship between demographic variables and the sustainability of women entrepreneurs in Dhaka city in the case of small enterprises. According to Chowdhury et al. (2013), age and education are selected as demographic variables in this study for evaluating the sustainability of women entrepreneurs in Dhaka city. To sum up, the researcher tried to fill the gap of the sustainability of women entrepreneurs and identified demographic factors which are affecting the sustainability of women entrepreneurs in Dhaka city.

**C. Hypotheses**

There are age, education as demographic factors which are hypothesized as follows:-

**Hypothesis 1:** There is a significant relationship between age and the sustainability of women entrepreneurs in Dhaka city.

**Hypothesis 2:** There is a significant relationship between the level of education and the sustainability of women entrepreneurs in Dhaka city.

Moreover, profitability and longevity are the two identified factors that helped to measure the business sustainability of women entrepreneurs in Dhaka city.

**II. MATERIALS AND METHOD**

**A. Instruments**

The researcher collects primary and secondary data from different sources. This research work is based on primary data analysis with a survey questionnaire. The survey questionnaire was influenced by some ideas of Dzisi (2008). In this survey, some of the respondents were not educated enough to respond to all of the structured questions. In that case, the researcher gave more time and helped them to understand these survey questions. All of the survey questionnaires were directed by the researcher and all the questionnaires were distributed to women entrepreneurs in Dhaka city. Firstly, 410 questionnaires are made to collect data. Questionnaires were distributed in two ways; (i) hand to hand when they were participating in fairs, sitting shops, offices and staying at home (ii) via Facebook messenger (using Google form), as Dhaka’s women entrepreneurs are very active on Facebook (Amin, 2018b). All of the respondents were cooperative to participate in this research study. A total of 370 questionnaires were returned with the completed look, the rest of them were not returned. Among 370 questionnaires, 369 is selected as the pre-determined sample size of this research. A survey instrument was developed to capture information relating to the research objectives and hypotheses.

**B. Sample**

Convenience sampling is used due to the lack of statistical data on women entrepreneurs in Dhaka city. In this research paper target group should fulfill four criteria: (1) small enterprise owner (less than 15 million BDT), (2) consider herself as “woman entrepreneur”, (3) location is Dhaka city, and (4) age limit’s 18 -60 years (due to productive age considered as Bangladesh context, previous work of Amin, 2018a, Dzisi, 2008). According to the published report of the research department of Bangladesh Bank (2016), less than 15 million BDT (17, 700 USD Approx.) is considered small enterprise. For this study, small enterprises include two types of small businesses in Dhaka city, they are: (i) women-owned small businesses, (ii) women-owned online-based businesses.

To calculate the sample size of any study, there are many formulas used to determine the sample size (Field, 2013; Hamilton, 2012). In this case of a proportion is:

$$n = \rho (1-\rho) \left(\frac{Z}{E}\right)^2 \dots\dots\dots \text{Formula 1.}$$

$\rho$  = Estimated proportion, based on experience or a pilot survey

$z$  = Associated with the degree of confidence selected

$E$  = Maximum allowable error the researcher tolerate

Here, 95% z-score = 1.96

Let, 40% women of Dhaka city are entrepreneurs;  $\rho = 0.40$

$E = 0.05$

Thus the required sample size is

$$n = 0.40 (1-0.40) \left(\frac{1.96}{0.05}\right)^2$$

$\therefore$  Sample Size,  $n = 369$

To achieve the objectives and hypotheses of this study, a sample size of 369 is conveniently chosen for women entrepreneurs in Dhaka city.

**C. Procedure**

For analysis of the data, “IBM SPSS Statistics version 26” software is used to conduct this research work. The survey questionnaires are structured questionnaires based on demographic information. For demographic characteristics, age and education both were presented as categorical variables. The sustainability of women entrepreneurs is also a categorical variable. To test the hypotheses as to the relationship between these two variables (age, education) and sustainability of women entrepreneurs in Dhaka city; the chi-square test is applied. After identifying the relationship status, the researcher found out the relationship strength, the positive or negative relationship between the two variables, and sustainability of women entrepreneurs in Dhaka city. For this finding correlation between the two variables and sustainability; Spearman’s rank correlation test is used as both of these data were categorized. For measuring the sustainability of women entrepreneurs two factors; profitability and longevity were used (Djik, 1996). A “five-point Likert scale” is used in the questionnaire for measuring profitability and longevity.

**D. Variables Categorized**

In the case of demographic variables, age and education are selected to analyze their data. As age limit is selected 18 to 60 in this research, age is categorized in four stages; (i) 18-30, (ii) 31-40, (iii) 41-51 and (iv) 51-60. The first stage of 18 to 30 years is considered as youth entrepreneurs (Amin, 2019). According to the Government of Bangladesh, the retirement age is 59 to 65 years old. The education variable, they were categorized into five levels, as education is measured on an ordinal scale (Field, 2013; Hamilton, 2012). These are primary, secondary, higher secondary, graduate degree, and postgraduate degree.

**E. Study Areas**

A questionnaire was prepared to consist of some questions regarding the purpose of the study. Dhaka city has been selected for three reasons. Firstly, Dhaka is the capital city of Bangladesh. Secondly, it is the world’s 3<sup>rd</sup> most densely populated city (Population and Housing Census-2011). Finally, women entrepreneurs of Dhaka city are more active (Amin, 2018a, Amin 2018b). Dhaka city has two corporations; one is Dhaka North City Corporation

(DNCC) and another one is Dhaka South City Corporation (DSCC). This research was conducted in both the corporations of Dhaka city.

**III. DATA ANALYSIS AND RESULTS**

The quantitative approach allowed to verify the data analysis process with two hypothesis tests. It is also determined the strength of the relationship between two variables and the sustainability of women entrepreneurs in the case of small enterprises in Dhaka city.

**A. Hypothesis 1**

For quantitative data analysis, age is one of the important demographic variables (Reynolds et al, 2000) for the sustainability of women entrepreneurs in Dhaka city.

Hypothesis 1: There is a significant relationship between age and the sustainability of women entrepreneurs in Dhaka city.

H<sub>0</sub>: There is no relationship between age and the sustainability of women entrepreneurs in Dhaka city.

H<sub>1</sub>: There is a relationship between age and the sustainability of women entrepreneurs in Dhaka city.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Age	369	100.0%	0	0.0%	369	100.0%

Source: Own Survey December 2019 to January 2020

		Age (Years)				Total
		18-30 y	31-40 y	41-50y	51-60y	
Sustainability	No	27	30	4	7	68
	Yes	102	180	16	3	301
Sum of Total		129	210	20	10	369

Source: Own Survey December 2019 to January 2020

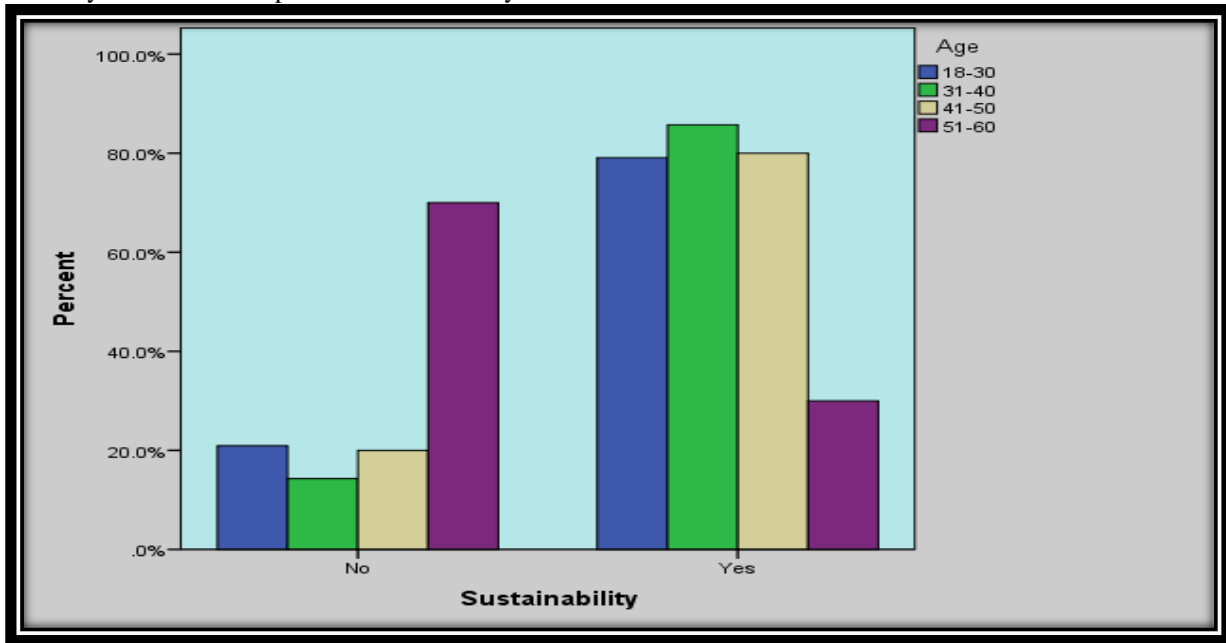
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.660 <sup>a</sup>	3	.000
Likelihood Ratio	15.790	3	.001
Linear-by-Linear Association	2.169	1	.141
N of Valid Cases	369		

a. 2 cells (25.0%) have an expected count of less than 5. The minimum expected count is 1.84.

Source: Own Survey December 2019 to January 2020

$P= 0.000 < 0.05$ ,  $H_0$  rejected. As here null hypothesis is rejected, so there is a relationship between age and the sustainability of women entrepreneurs in Dhaka city. There

is enough evidence to say that, age and the sustainability of women entrepreneurs are not independent.



Source: Own Survey December 2019 to January 2020

Fig. 1 The relationship between age and the sustainability of women entrepreneurs

It is clear that from the ages of 18 to 50, the sustainability of the women-owned business is very impressive. From the ages of 51 to 60, the sustainability of women entrepreneurs is low.

**B. Hypothesis 2**

For quantitative data analysis, education is one of the vital demographic variables (Alam and Chowdhury, 2008; Rao, 2013) for the sustainability of women entrepreneurs in Dhaka city.

Hypothesis 2: There is a significant relationship between the level of education and the sustainability of women entrepreneurs in Dhaka city.

$H_0$ : There is no relationship between the level of education and the sustainability of women entrepreneurs in Dhaka city.

$H_1$ : There is a relationship between the level of education and the sustainability of women entrepreneurs in Dhaka city.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Education	369	100.0%	0	0.0%	369	100.0%

Source: Own Survey December 2019 to January 2020

		Education					Total
		Primary	Secondary	Higher Secondary	Graduation	Post-Graduation	
Sustainability	No	62	3	2	1	0	68
	Yes	8	5	27	225	36	301
Total		70	8	29	226	36	369

Source: Own Survey December 2019 to January 2020

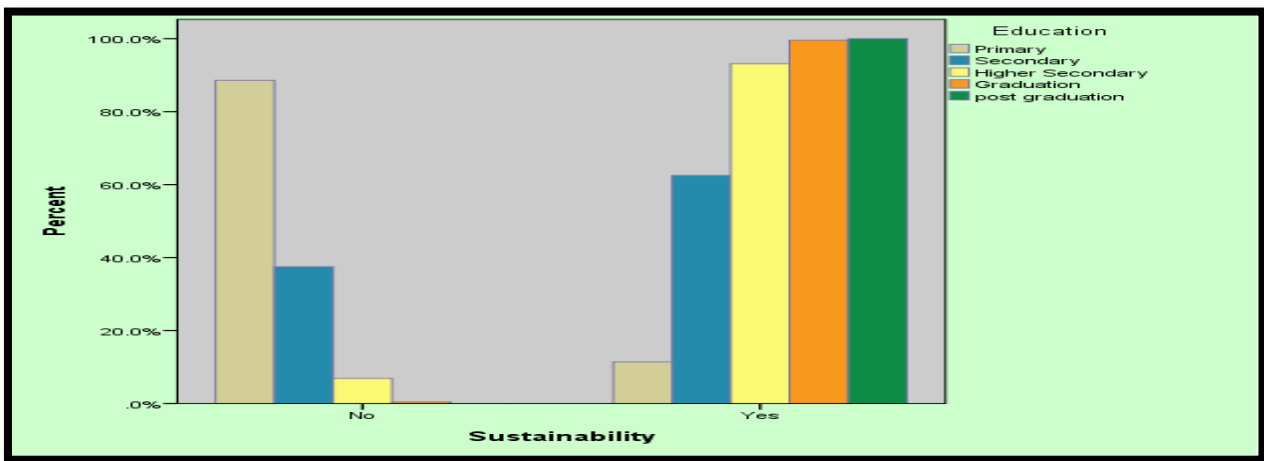
	Value	df	Asymp. Sig. (2-sided)
Pearson's Chi-Square	290.380 <sup>a</sup>	4	.000
Likelihood Ratio	264.904	4	.000
Linear-by-Linear Association	262.318	1	.000
N of Valid Cases	369		

a. 1 cell (10.0%) has an expected count less than 5. The minimum expected count is 1.47.

Source: Own Survey December 2019 to January 2020

P= 0.000<0.05,  $H_0$  rejected. As here null hypothesis is rejected, so there is an association between the level of education and the sustainability of women entrepreneurs.

There is enough evidence to say that, the level of education and the sustainability of women entrepreneurs are not independent.



Source: Own Survey December 2019 to January 2020

**Fig. 2 The relationship between education and the sustainability of women entrepreneurs in Dhaka city**

From the above figure 2, it is vibrant that education is a very strong variable in the case of the sustainability of women entrepreneurs in Dhaka city.

and sustainability of women entrepreneurs in Dhaka city, the Spearman's rank correlation coefficient test is applied (Field, 2013; Hamilton, 2012) which is shown below:-

To know more about the strength of the relationship (positive or negative correlation) between the two variables

**Table 7. Spearman's rank correlation test**

		Sustainability	Age	Education	
<b>Spearman's rho</b>	Sustainability	Correlation Coefficient	1.000	.733**	
		Sig. (2-tailed)	.	.000	
		N	<b>369</b>	<b>369</b>	
	Age	Correlation Coefficient	-.012	1.000	-.104*
		Sig. (2-tailed)	.820	.	.045
		N	369	369	369
	Education	Correlation Coefficient	.733**	-.104*	1.000
		Sig. (2-tailed)	.000	.045	.
		N	<b>369</b>	<b>369</b>	<b>369</b>

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Own Survey December 2019 to January 2020

**C. Strength of Relationship**

It is proved that there is a relationship between these two identified variables and the sustainability of women entrepreneurs in Dhaka city. In this part of data analysis, Spearman’s rank correlation test is applied to know the strength of correlation between these two variables and sustainability. Now whether the variables (age and education) are positively or negatively correlated with the sustainability of women entrepreneurs are explained below.

In the case of age and sustainability,  $r = -0.012$  in table 7 means a negative weak linear correlation between sustainability and age of women entrepreneurs in Dhaka city. It means that, when age is going high (age 51-60years), the sustainability of women entrepreneurs is going down (figure -1). In the case of education and sustainability,  $r = 0.733$  in table 7 means a strong positive

linear correlation between sustainability and the level of education of women entrepreneurs in Dhaka city. It means that, when the level of education is going up, the sustainability of women entrepreneurs is also going high (figure-2).

**D. Measuring Sustainability**

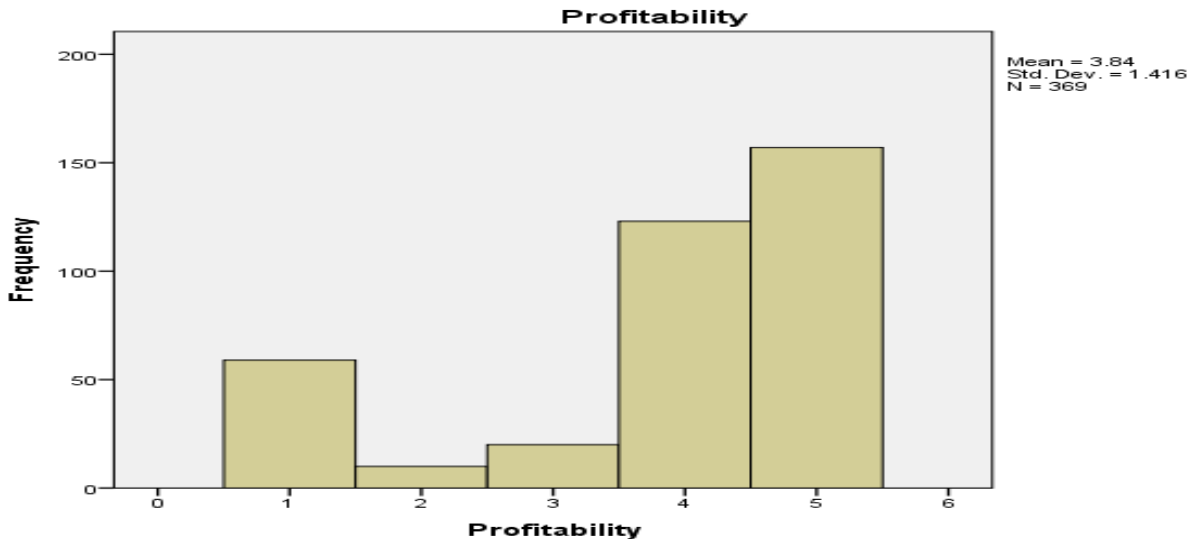
According to Djik (1996), the sustainability of a business is based on its year’s financial performance or longevity and profitability. In this research, the researcher is also motivated to use this view (Djik, 1996), to measure the sustainability of women entrepreneurs in Dhaka city. In the case of profitability and longevity, the “five points Likert scale” (0-5) is used in the questionnaire to identify women entrepreneur’s profit ratio margin and the number of business years. Descriptive statistics of profitability, longevity, and sustainability are presented as below:-

Table 8. The frequency distribution of profitability					
Profitability		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	59	16.0	16.0	16.0
	Dissatisfied	10	2.7	2.7	18.7
	Neutral	20	5.4	5.4	24.1
	Satisfied	123	33.3	33.3	57.5
	Very Satisfied	157	42.5	42.5	100.0
	Total	<b>369</b>	100.0	100.0	

Source: Own Survey December 2019 to January 2020

The frequency distribution of the profitability is presented to view every detail of data from very satisfied to very dissatisfied according to the “five points Likert scale”.

According to table 8, among 369 respondents, 157 respondents (42.5%) were voted as they are very satisfied with the probability ratio of their business.



Source: Own Survey December 2019 to January 2020

**Fig. 3 The graphical presentation of profitability of women entrepreneurs in Dhaka city**

In the case of the profitability, sample size, mean, and standard deviation are 369, 3.84 and 1.416 respectively (Figure-3).

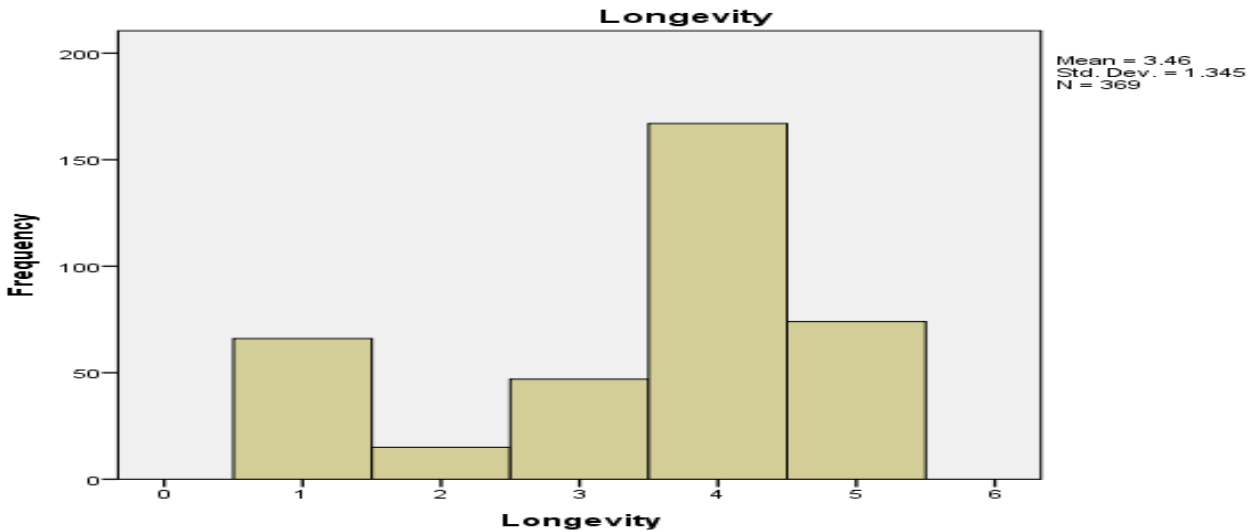
**Table 9. The frequency distribution of longevity**

Longevity		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	66	17.9	17.9	17.9
	Dissatisfied	15	4.1	4.1	22.0
	Neutral	47	12.7	12.7	34.7
	Satisfied	167	45.3	45.3	79.9
	Very Satisfied	74	20.1	20.1	100.0
Total		<b>369</b>	100.0	100.0	

Source: Own Survey December 2019 to January 2020

The frequency distribution of the longevity is presented to view every detail of data from very satisfied to very dissatisfied according to the “five points Likert scale”.

According to table 9, among 369 respondents, 167 respondents (45.3%) were voted as they are satisfied with their business years.



Source: Own Survey December 2019 to January 2020

Fig. 4 The graphical presentation of the longevity of women entrepreneurs in Dhaka city

In the case of the longevity of this study, the sample size, mean value, and standard deviation are 369, 3.46, and 1.345 respectively.

Table 10. The frequency distribution of sustainability

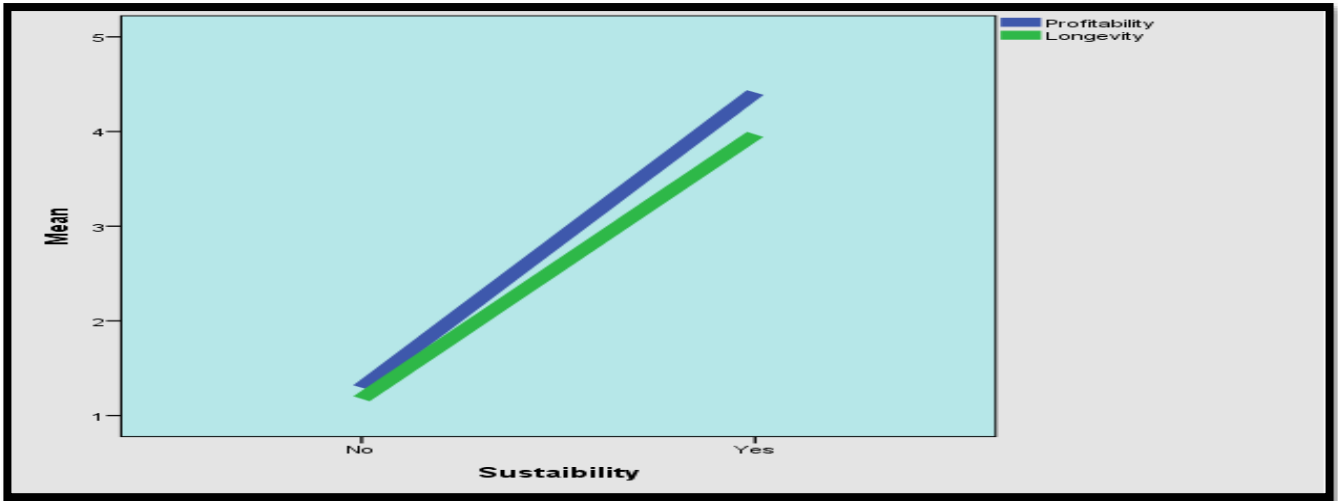
Sustainability		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	68	18.4	18.4	18.4
	Yes	301	81.6	81.6	100.0
	Total	369	100.0	100.0	

Source: Own Survey December 2019 to January 2020

The frequency distribution of sustainability is presented to view every single surveyed data of this research paper. In the case of sustainability, 301 respondents (81.6) reported that they are running and managing a business that has

positive sustainable growth. On the other hand, around 18.4% reported they are running and managing a business that has no visual sustainable growth.





Source: Own Survey December 2019 to January 2020

Fig. 5 The line diagram of measuring sustainability

From the above figure 5, it is quite clear that profitability (1<sup>st</sup>) and longevity (2<sup>nd</sup>) are the two most important factors for determining the sustainability of women entrepreneurs for small enterprises in Dhaka city.

**Spearman's Rank Correlation Coefficient Test**

To analyze more clearly the correlation between {Profitability, Sustainability} and {Longevity, Sustainability}; Spearman's rank correlation coefficient or Spearman's rho or Spearman's rank test is used. The below correlation table 11 shows that  $r = 0.687$  and

$0.669$  which indicates a strong positive linear correlation between sustainability of women entrepreneurs and profitability, longevity respectively. Here P-value is 0.000 which is less than 0.05 and hence the null hypothesis is rejected. It has enough evidence to say that, there is a strong linear association between the sustainability of women entrepreneurs in Dhaka city and (profitability, longevity). According to figure 5 and table 11; profitability is a little bit more influential factor than longevity for small enterprises in Dhaka city.

		Profitability	Longevity	Sustainability	
Spearman's rho	Profitability	Correlation Coefficient	1.000	.613**	.687**
		Sig. (2-tailed)	.	.000	.000
		N	369	369	369
	Longevity	Correlation Coefficient	.613**	1.000	.669**
		Sig. (2-tailed)	.000	.	.000
		N	369	369	369
	Sustainability	Correlation Coefficient	.687**	.669**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	369	369	369
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: Own Survey December 2019 to January 2020

**IV. DISCUSSION**

In this research paper, the age limit of respondents is between 18 to 60 years as shown below in table 12. It is evidenced that there is a relationship between age and the sustainability of women entrepreneurs in Dhaka city. After Spearman's rank test it is verified that the age and sustainability of women entrepreneurs were negatively

correlated with each other. When women entrepreneurs' age is more, the sustainability of women entrepreneurs is decreased. It is showed in table 12 that, 282 respondents (76%) among 369, were aged between 18 to 40 years old. It is proved that ages of 31 to 40 years are very significant ages for women entrepreneurship in Dhaka city.

**Table 12. The relationship between age and the sustainability of women entrepreneurs in Dhaka city**

		Age (Years)				Total
		18-30 y	31-40 y	41-50y	51-60y	
Sustainability	No	27	30	4	7	68
	Yes	102	180	16	3	301
Sum of Total		129	210	20	10	369

Source: Own Survey December 2019 to January 2020

In this study, the total level of education is five, which are primary, secondary, higher secondary, graduation, post-graduation as shown below in table 13. After testing the hypothesis, it is verified that there is an association between the level of education and sustainability of women entrepreneurs in Dhaka city. After Spearman’s rank test, it is certified that the education and sustainability of women

entrepreneurs were strongly positively correlated with each other. When the level of education is high, the sustainability of women entrepreneurs is also increased. In table 13, it is seen that almost 71% (261 no.) of respondents are holding graduation (225 no. of respondents) and post-graduation (36 no. of respondents) degrees respectively.

**Table 13. The relationship between the level of education and the sustainability of women entrepreneurs in Dhaka city**

		Education					Total
		Primary	Secondary	Higher Secondary	Graduation	Post-Graduation	
Sustainability	No	62	3	2	1	0	68
	Yes	8	5	27	225	36	301
Total		70	8	29	226	36	369

Source: Own Survey December 2019 to January 2020

### V. CONCLUSION

According to Wennekers and Thurik, (1999), small enterprises are sustainably running their business with innovative ideas and business skills. The government of Bangladesh was previously concerned about “MDGs 2015” (Millennium Development Goals), but after completing MDGs (United Nation [UN] report, 2014) they are now concerned about Sustainable Development Goals [SDGs] (www.bd.gov.com). Many academic researchers, professionals, and policymakers agree that women entrepreneurs play a critical part in the expansion and development of their civilizations (Amin, 2017). Women entrepreneurship is the key to the creation of small enterprises that energize and revitalize the economy (Pages 2005; Amin, 2017). The development of small enterprises is very important for the economic growth, poverty alleviation, and rapid industrialization of developing countries like Bangladesh (Amin, 2020).

As the results showed, there is a relationship between the sustainability of women entrepreneurs and demographic variables. In the case of demographic variables, the level of education is one of the most effective variables for the sustainability of women entrepreneurs in Dhaka city. This study of research contributed the advanced knowledge about the sustainability of women entrepreneurs in Dhaka city to guide future directions for policymakers, potential entrepreneurs, academic scholars, and other concerned people. The findings of the study will hopefully assist to solve the present sustainability crisis of women entrepreneurs in Dhaka city. The government of

Bangladesh has acknowledged the importance of small enterprises (<https://mof.gov.bd>). This study has presented the current scenario of small enterprises in Dhaka city. To sum up, the findings of this paper will benefit policymakers, academic researchers, professionals, and others to know about the demographic factors affecting the sustainability of women entrepreneurs. Many concerned bodies will be acknowledged that how to develop sustainability of women entrepreneurship concerning demographic factors.

### SUGGESTIONS FOR FURTHER STUDY

The researcher of this research study found that women entrepreneurship is a very important concept for the research field. Further investigations are needed to know the differences between male entrepreneurs and female entrepreneurs in the case of relationship between the demographic factors and business sustainability.

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