

## Entrepreneur's Personality Traits Influence on Entrepreneur Intension in Telangana State – A Study

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**Abstract:** The entrepreneurship is growing along with the economy inspite of the difficulties but there are many factors which have the impact on the performance of the entrepreneurship. The present study has been emphasized on the entrepreneurs' personality traits and demographic factor influence on the performance of the entrepreneurship. The primary data has been collected and crone bach's alpha result is observed to be  $0.825 > 0.7$ . The linear regression has been applied and the result reveals that perception and attitude influence has been observed positively on the entrepreneurs' intension. The demographic factors influence also has been observed and education and occupation impact is observed higher than the other factors. This paper is useful to the entrepreneurs, governments and bankers.

**Key Words:** Age, Attitude, Education, Gender, entrepreneurship, Intension, Performance Perception

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### Introduction:

Entrepreneurship is the ability to perceive an opportunity, the foresight to see scope for its exploration, the courage to undertake the initiative and trying to take risks. According to Mc Celland entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or accredit profit by production or distribution of economic goods and services. An entrepreneur is an individual who carries out actions that result in innovations or introduction of new products or introduction of existing product in the new market and is responsible for risks and has a high degree of achievement and motivation. Also capable of organizing resources to overcome challenging ventures out of which she/he derives high level of satisfaction. Entrepreneurship may be regarded as a powerful tool for economic development of a predominantly agricultural country like India. Since independence, small-scale entrepreneurship programmed has contributed significantly to the economic growth. Researchers define this trait as task-specific confidence. It's a belief that turns the risk proposition around--you've conducted enough research and have enough confidence that you can get the job done that you ameliorate the risk.

### Review Of Literature:

**Cowley, Louise (2002):** - The study discussed that entrepreneurs growth is subjected to Many factors and contextual dimensions. It suggests that there is greater need to understand & process that would impact the innovative raise on entrepreneur growth

**Dias, Sam; David Pihlens; and Lorena Ricci (2002):** - The study proposes that both macro & micro level of analysis is to be considered for marketing activity on customer profitability. It also concludes that pricing & advertising are most important modes of creating brand for the new organization & maintaining the customer base would help in minimizing risk portfolios.

**Dibb, Sally (2002):** - The role of marketing plans and implementation in the organizations are discussed in the study. It is detailed in the format of the marketing plan with illustration of planning process and the study concludes the guidance on best marketing plan practices.

**Park, Seung H.; Roger R. Chen; and Scott Gallagher(2002) :** - The study found that in volatile markets, resource-rich firms access external resources through alliances whereas resource-poor firms are less likely to do so. However, in relatively stable markets, this relationship reverses and resource-poor firms become more active in alliance formation.

**Pearce II, John A.; and Louise Hatfield (2002):** - The study examined the relationship between the acquirers of joint venture's resources & performance in achieving its partners' goals in the United States. They also

examined the impact of alternative resource responsibility structures and implications for business theory development and practicing managers for joint ventures.

**Objectives of the Study:**

1. To study the entrepreneurs personality traits influence on the entrepreneurship intension
2. To study the impact of entrepreneurs’ demographic and personality traits on the entrepreneurship performance.

**Hypotheses of the study:**

**Null Hypotheses – H0:** There is no influence of entrepreneur demographic factors on the entrepreneurship Intension

**Null Hypotheses – H0:** There is no influence of entrepreneur perception on the entrepreneurship Intension

**Null Hypotheses – H0:** There is no influence of entrepreneur attitude on the entrepreneurship Intension.

**Research Methodology:**

**Sample Size:** The study was carried out on 10 districts of Telangana region. The entrepreneurs’ data has been collected with the Simple random methodology through the questionnaire. The total sample size has been considered as 430 and sample data.

**The statistical Tools:** The present study has considered the linear regression to find the impact on the dependent variable by the independent variable.

**Data Analysis:**

**Entrepreneur’s Personal Traits Validating Factors Influence on Entrepreneur Intension In Telangana State**

Table No:				
Entrepreneur Intension (dependent variable)				
Independent variables	B coefficient	t value	R2 value	F value
Perception	0.526	3.625	0.785	28.625
Attitude	0.751	5.269	0.714	34.104

\* Statistic is significant at 5% level of significance.

Source: Compiled Data through SPSS Version – 20.

The table depicts the entrepreneur’s personal traits validating factors influence at 5% significance on the entrepreneur intension. The beta coefficient values of perception (0.526) influenced the entrepreneur intension. The independent variable attitude is having high influence (0.751) on the entrepreneur intension. The R<sup>2</sup> value for three independent variables found to be above slab value of 60%. The linear regression result reveals that personal traits of entrepreneur constructs are having influence on entrepreneurship intension.

**Demographic Factors Influence on Entrepreneur Intension**

Table No:				
Entrepreneur Intension (Dependent variable)				
Independent Variable	B coefficient	t value	R2 value	F value
Age	0.286	4.683*	0.682	27.935
Gender	0.315*	6.896	0.647	38.916
Education	0.483*	2.936*	0.822	19.831
Experience	0.315*	2.683*	0.688	19.781

\* Statistic is significant at 5% level of significance

Source: Compiled Data through SPSS Version – 20.

The table depicts the linear regression beta coefficient values of demographic variables entrepreneur influence at 5% of age, gender, education and experience is observed on entrepreneurship intension. The demographic factor age beta coefficient value (0.286) indicates the positive influence on the entrepreneurship intension. The gender (0.315) is having positive influence on the entrepreneurship intension. The demographic factor education influence (0.483) is observed high on entrepreneurship intension. The R<sup>2</sup> values for all the demographic factors with entrepreneurship intension is found above 60% i.e., moderate to strongly correlate.

**Entrepreneur Intension Influence on Entrepreneurship performance.**

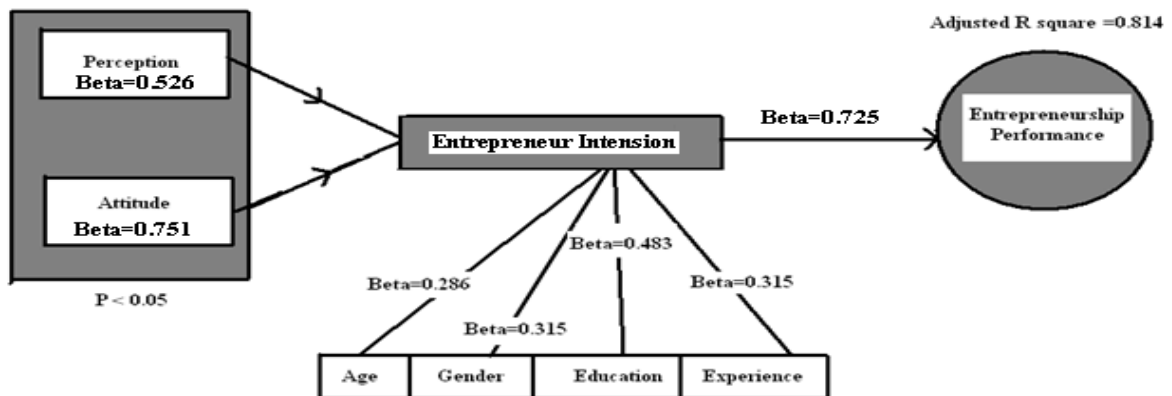
Table No:				
<b>Entrepreneurship Performance (dependent variable)</b>				
<b>Independent</b>	<b>B coefficient</b>	<b>t value</b>	<b>R2 value</b>	<b>F value</b>
<b>Entrepreneur Intension</b>	<b>0.725</b>	<b>3.428*</b>	<b>0.814</b>	<b>15.152</b>

\* Statistic is significant at 5% level of significance

Source: Compiled Data through SPSS Version – 20.

The table depicts the beta coefficient value (0.725) of entrepreneur intension influence at 5% on the entrepreneurship performance. The R<sup>2</sup> value is observed to be above 60% base value i.e., 814%.

**The Validating factors Influence on the Entrepreneurship performance in Telangana State.**



**Entrepreneur Intension influence on the Entrepreneurship Performance**

Source: Compiled through primary data

The entrepreneur personal traits and the demographic factors influence has been analysed with the help of linear regression on the entrepreneur intension. The beta coefficient values are indicating the positive influence on the entrepreneur intension. The entrepreneurship performance has been influence by the entrepreneur intension positively, which has been reflected by the beta coefficient value (0.725) of linear regression.

**Summary of the Chapter:**

1. The study has been found that the linear regression beta coefficient value indicated that the entrepreneurship intension got influenced (0.526) by the perception of the entrepreneur.
2. The entrepreneur’s attitude influence has been observed on the entrepreneur intension. The study observed that the linear regression result states that beta coefficient (0.751) is having influence on the entrepreneurship intension.
3. It has been observed that the entrepreneurs’ demographic factor age influence has been examined through the linear regression. The beta coefficient (0.286) of the entrepreneurs’ age influence has been observed the entrepreneurship intension.
4. The entrepreneurs’ demographic factor gender influence (0.315) has been observed on the entrepreneurship intension. The study observed that the highest influence (0.483) of the demographic factor education of the entrepreneur on the intension of the entrepreneurship in Telanaga state.
5. The experience plays the crucial role in any field. The present study also considered the experience as one of the demographic factor and with the help of the linear regression observed that the entrepreneurship intension has got influenced (0.315) positively.
6. The study found that the entrepreneurship intension influence has been observed on the entrepreneurship performance. The beta coefficient of the linear regression result reveals that the influence of the entrepreneurship intension influenced (0.725) the performance of the entrepreneurship.

### **Conclusion of the Study:**

The present has been emphasized on the entrepreneurs personality traits influence on the entrepreneurship intension in Telangana state. The study has considered the 8 different enterprises from 10 districts with the help of primary data. The study had considered the perception and attitude of the entrepreneurship and observed the influence on the entrepreneurship intension. The demographic factors were also considered and found the impact on the entrepreneurship performance of the Telangana state. Hence is the further scope to do research in this area by considering the state and central government subsidies benefit impact on the growth of the medium and small scale enterprises.

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