

Personality Traits and Entrepreneurial Intention Among Management and Horticultural Students of A Public University - Comparative Analysis



Social Science

KEYWORDS : Entrepreneurial intention, Personality traits, Purposive sampling.

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ABSTRACT

This study aims to probe into relationship between personality traits and entrepreneurial intention of Management and Horticultural students of a public university in Coimbatore. These are students that have done entrepreneurship and small business management modules. This study will also investigate empirically whether there is a significant difference in the entrepreneurial intention between Management and Horticultural students. The study focused on the final year students (under-graduate level) where the samples were obtained using purposive sampling. Data was collected through the use of self – administered questionnaire in a survey. Data analyses include descriptive statistics, correlation and T-test. The results indicate management students have a high level of intention. In addition, male students have higher level of entrepreneurial intention compared to female students.

INTRODUCTION

Entrepreneurship is a key factor for economic development. Public, private and governmental organizations are taking various measures to promote entrepreneurship in different countries. In a developing country like India, the role of entrepreneurship development is more important than that in developed countries so far as the creation of self-employment opportunities and reduction of unemployment situations are concerned. Entrepreneurial intention has emerged as a foremost construct within the entrepreneurship literature over the last few decades (Drennan, Kennedy, & Renfrow, 2005). While the literature on entrepreneurship in India is growing, no study has so far tried to explain the relative contribution of personality factors and socio-demographic background factors in pursuing an entrepreneurial career there. It is predominantly accepted that the educational system of universities have to provide a rigorous academic environment. Hence the key purpose of this study was to find out how a personality trait affects the entrepreneurial intention of the student.

Objective of the study

- To examine the level of personality traits and entrepreneurial intention among Management and Horticulture students
- To study the relationship between personality traits and entrepreneurial intention among Management and Horticulture students
- To compare entrepreneurial intention between Management and Horticulture students
- To compare entrepreneurial intention between male and female students

Review of literature

Dollingers (2003) suggested that entrepreneurship meant to create a new economic organization by innovation under risk and uncertain environment. Scale of Big Five personality trait is treated as the most stable scale to measurable personality trait.

(Goldberg, 1981; Peabody, 1987) concluded that "Agreeableness", "openness to experience", "extraversion" and "conscientiousness" of Big Five personality traits significantly and positively influences entrepreneurship; "neuroticism" significantly and negatively influences entrepreneurship.

Tsai, et al (2008) suggested that personality traits would indirectly influence entrepreneurial performance by entrepreneurship. Therefore, entrepreneurship can be treated as mediator between personality traits and entrepreneurial intention.

METHODOLOGY

A survey was conducted among a sample of 46 final year Management and Horticulture students of a Public University, Coimbatore. The respondents were obtained using purposive sampling method. The instrument for data collection (survey) was designed based on structured and validated questionnaires that were used in previous studies on personality traits (Scale of Big Five personality traits: Costa & McCrae 1986) and entrepreneurial intention (Linan & Chen 2009). The tools used for analysis were descriptive statistics, percentage analysis, correlation analysis, independent T test.

RESULTS AND DISCUSSIONS

The overall measure of personality trait of management students was higher than Horticulture students. Likewise, the entrepreneurial intention of the management students was higher than the Horticulture students. There is a significance difference between management and other degree students towards entrepreneurial intention. Since the mean value of intention score for management was higher than other degree students, it can be concluded that the management students have higher entrepreneurial intention. There is a significance difference between male and female students towards entrepreneurial intention. Since the mean value of intention score for male students was higher than female students, it can be concluded that male students have higher entrepreneurial intention. Big five personality trait was positively correlated with the entrepreneurial intention.

Table 1 & 2 Independent T test analyses

Entrepreneurial intention				T- value
Management		Horticulture		
Mean	SD	Mean	Standard deviation	1.74* (P value - 0.05)
79.31	8.972	74.68	9.053	
Entrepreneurial intention				T- value
Male		Female		
Mean	Standard deviation	Mean	Standard deviation	1.76* (P value - 0.05)
80.27	11.87	74.88	6.39	

CONCLUSIONS

Personality traits such as "extraversion", "conscientiousness" "openness to experience" and "agreeableness" were positively influencing the entrepreneurial intention; Neuroticism was negatively influencing the entrepreneurial intention. The level of entrepreneurial intention of man-

agement and Horticulture students was at medium level. The intention towards entrepreneurship is higher in case of management students when compared to Horticulture students. The entrepreneurial intention is higher in case of male students when compared to female students.

REFERENCES

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