

ENTREPRENEURIAL TRAITS OF WOMEN AGROPRENEURS

V. Darling Selvi,

Reg.No:29370, Research Scholar of Management, Bharathidasan University, Palkalaiperur,
Tiruchirappalli - 620 024, Tamilnadu, India.

Dr. P. Jegan,

Assistant Professor, PG & Research Department of Commerce,
Veeriya Vandayar Memorial Sri Pushpam College (Autonomous), Poondi, Thanjavur
District, jeganpavul@gmail.com, Bharathidasan University, Palkalaiperur,
Tiruchirappalli - 620 024, Tamilnadu, India.

Abstract

Women entrepreneurs are stronger and have more willpower. They go along the way handling all hurdles, all hardships, and burden. Managing, governing, controlling and applying all the skills they have to create something that is life-changing. Women entrepreneurs overcome all difficulties that come their way. Women entrepreneurs have to perform a wide range of functions relating to establishment of an enterprise. These include the generating of an idea, its screening, choosing a form of organization, setting organizational goals and objectives, project planning and analysis, the completing of preliminary and promotional formalities, raising of capital, procuring factors of production and operating the business. This paper would like to bring to light the entrepreneurial traits of women agropreneurs. To analyse the Entrepreneurial Traits, 240 sample respondents who are actively involved in agro based business and are known as agropreneurs from Kanyakumari District of Tamilnadu have been interviewed and the results are summarized. The author used reliability analysis, regression modeling, regression equation, regression based ANOVA and structural equation modeling for the purpose of analysis and interpretation. As the results of regression are positive and are statistically significant, the model is fit satisfying all the needed parameters, it is concluded from the reliability analysis, regression model, regression equation and structural equation modeling that the women agropreneurs from Kanyakumari district possesses adequate Entrepreneurial Traits to perform well and to excel in their profession.

Key words: Agropreneurs, Entrepreneurial Traits, Model, Regression, Women,

Introduction

Women entrepreneurs are stronger and have more willpower. They go along the way handling all hurdles, all hardships, and burden. Managing, governing, controlling and applying all the skills they have to create something that is life-changing. Women entrepreneurs overcome all difficulties that come their way. Women entrepreneurs have proved time and time again that they are stubborn in their approach. A woman entrepreneur can handle all obstacles in a positive way. Women entrepreneurs are disrupting industries everywhere, from fashion to technology to finance. No matter what line of business women entrepreneurs are in, their success can usually be traced back to seeing a problem and finding a solution. Women bring a new perspective and skillset toward business that often helps make them better entrepreneurs. There are so many intangible qualities that make women entrepreneurs so special, and while these traits are

certainly not all exclusive to women, it's important to celebrate the qualities that position women to be successful and encourage more women to go after that success. Women entrepreneurs have to perform a wide range of functions relating to establishment of an enterprise. These include the generating of an idea, its screening, choosing a form of organization, setting organizational goals and objectives, project planning and analysis, the completing of preliminary and promotional formalities, raising of capital, procuring factors of production and operating the business. Entrepreneurial goals often demand a wide set of skills you may not yet have acquired. And they certainly need self belief to keep you pushing at them, even when things don't appear to be going your way. By cultivating a mindset that is geared towards the positive, you will be better equipped to handle whatever is thrown your way and keep you from plunging in despair and giving up.

Reviews of Literature

Pardo-del-Val (2010) argues that a lack of knowledge, insufficient training and experience, and family responsibilities impose obstacles for women entrepreneurs in Europe. Ganesan et al. (2002) posit that working capital, equity finance, and marketing products are the most difficult areas for women entrepreneurs. Viju Mathew (2010) mentions that, in the Middle East, lack of education, skills, seriousness in undertaking work, exposure and social network along with the social norms and suppressed conditions are major barriers for women. Syed Z. Ahmed (2011) states that finding relevant business information, securing finance, bureaucratic processes and procedures, and recruiting workers are the most important problems encountered by women during startups in Saudi Arabia. Manuela Pardo-del-Val (2010) points out that women choose the entrepreneurial path to enjoy a flexible lifestyle. This move enables women to cope with the competing demands of paid and unpaid work more effectively, and thus to ensure their responsibility towards both the work and family life. Austin Santhosh Kumar T, and Darling Selvi V (2019), in their paper Entrepreneurial Strategies for Better Marketing Practices came out with the conclusion that the variables Quantity and curiosity towards the products determines the success of the entrepreneurs. This study is all about the customer preferences towards products and accordingly the entrepreneurs makes their doors open for sale. It is suggested that before positioning their products, the best strategy is to go for a product and market analysis to give the best to the consumers in adequate quantity.

The earlier reviews reveal that the women of all countries whether it is developed or developing face problems and encounter hurdles in running their enterprises. Basically the women need entrepreneurial traits to commence and to lead their enterprises in a successful manner and so the present study is concentrates on the entrepreneurial traits of women agropreneurs.

Entrepreneurial Traits

Confidence and motivation are important traits among entrepreneurs. While confidence and motivation might be key personality traits for someone looking to start a small business or launch an empire, it's far from the only skills he or she will need. Entrepreneurship is a process of actions of an entrepreneur who is a person always in search of something new and exploits such ideas into gainful opportunities by accepting the risk and uncertainty with the enterprise. To analyse the Entrepreneurial Traits, 240 sample respondents who are actively involved in agro based business and are known as agropreneurs from Kanyakumari District of Tamilnadu have been interviewed and the results are summarized as below.

Table 1 Reliability Statistics of Entrepreneurial Traits of Women Agropreneurs

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ET1	38.9417	59.653	.152	.907
ET2	39.3667	53.656	.795	.886
ET3	39.2833	56.321	.524	.894
ET4	39.4500	53.420	.721	.888
ET5	39.4000	55.739	.622	.892
ET6	39.3417	55.423	.590	.892
ET7	39.3083	55.076	.674	.890
ET8	39.3167	54.259	.708	.889
ET9	39.4500	54.458	.645	.891
ET10	39.1833	55.129	.670	.890
ET11	39.4000	57.279	.536	.894
ET12	39.3417	56.125	.591	.893
ET13	39.2417	56.452	.557	.894
ET14	39.3750	55.315	.615	.892
ET15	39.5000	58.611	.327	.900
ET16	39.4917	56.837	.440	.897
ET17	39.5500	57.671	.414	.897
ET18	39.5583	57.352	.442	.897
ET19	39.4000	58.818	.255	.903
Reliability Statistics				
Cronbach's Alpha		.899		
N of Items		19		

Source: Primary Survey

Nineteen statements were taken for testing the entrepreneurial traits of women among 240 agropreneurs in Kanyakumari District. At first the statements are tested for reliability and the test shows that the value of Cronbach's Alpha is 0.899 which is sufficient enough to do further analysis among the chosen statements.

Table 2 ANOVA test of Entrepreneurial Traits

Items		Sum of Squares	df	Mean Square	F	Sig
Between People		783.126	239	3.277	14.712	.000
Within People	Between Items	87.544	18	4.864		
	Residual	1422.140	4302	.331		
Total		1509.684	4320	.349		
Total		2292.811	4559	.503		
Grand Mean = 2.1868						

Source: Derived

From ANOVA test, it is revealed that the value of F (239, 18): 14.712 with the p value of 0.000 which is less than 0.05 stating that the variables are statistically significant. The Sum of Squares between People is 783.126 and Between Items is 87.544 and the Mean Square between People is 3.277 and Between Items is 4.864. The Grand Mean is 2.1868. Hence it is ascertained that all the chosen statements of entrepreneurial traits are statistically significant.

Table 3 Regression Model for Entrepreneurial Traits

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.840	.706	.682	.41688	.706	29.471	18	221	.000

Dependent Variable: Risk of failure is a major concern

Source: Derived

From the above table it is known that the correlation (R) value is 0.840 which is positive and high, the explained variance (R^2) is .706 stating that the statements have the explained variance of 70.6 percent with the adjusted R Square is 0.682. The value of R Square Change is 0.706 and the value of F (18,221) Change is 29.471 and is significant as the p value of 0.000 which is lesser than the standard value of 0.05. The author has taken Risk of failure is a major concern as the Dependent Variable and as against that other variables are measured and interpreted.

Table 4 Regression Equation for Entrepreneurial Traits

Statements	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.343	.191		1.797	.074
I do not really believe in luck	.576	.072	.502	8.027	.000
If I do not succeed on a task, I tend to give up	.465	.072	.406	6.431	.000
I attribute success or failure to myself rather than to others and circumstances	.363	.100	.322	3.627	.000
Think ideas for new business	.353	.071	.351	4.986	.000
I will seek added responsibilities in jobs assigned to me	.271	.107	.255	2.539	.012
Diligence and hard work usually lead to success	.213	.087	.165	2.444	.015
One should not start a business if there is a risk it might fail	.160	.060	.144	2.680	.008

Percentage of off hours devoted to thinking about improving business	.156	.090	.136	1.725	.086
I have little fear of failure	.069	.074	.063	.930	.354
I will do very well in fairly difficult tasks relating to my work	-.016	.079	-.015	-.206	.837
I put in great effort sometimes in order to learn something new	-.108	.067	-.111	-1.613	.108
I desire and pursue success	-.115	.042	-.127	-2.750	.006
Trade publications read per month	-.148	.059	-.132	-2.495	.013
I will try to perform better than my friends	-.175	.079	-.170	-2.224	.027
I will try hard to improve on past work performance	-.188	.100	-.177	-1.880	.061
I enjoy completing tasks	-.270	.096	-.285	-2.798	.006
I return to uncompleted tasks and finish them	-.334	.094	-.324	-3.568	.000
Think about new business ideas on vacation	-.425	.097	-.405	-4.395	.000

Dependent Variable: Risk of failure is a major concern

Source: Derived

The regression equation is framed based on Risk of failure is a major concern statement being the dependent variable as risk bearing capacity is the major criteria for the success of entrepreneurship. $Y = (.343) \text{ a Risk of failure is a major concern} + .576X_1 \text{ I do not really believe in luck} + .465X_2 \text{ If I do not succeed on a task, I tend to give up} + .363X_3 \text{ I attribute success or failure to myself rather than to others and circumstances} + .353X_4 \text{ Think ideas for new business} + .271X_5 \text{ I will seek added responsibilities in jobs assigned to me} + .213X_6 \text{ Diligence and hard work usually lead to success} + .160X_7 \text{ One should not start a business if there is a risk it might fail} + .156X_8 \text{ Percentage of off hours devoted to thinking about improving business} + .069X_9 \text{ I have little fear of failure} - .016X_{10} \text{ I will do very well in fairly difficult tasks relating to my study and my work} - .108X_{11} \text{ I put in great effort sometimes in order to learn something new} - .115X_{12} \text{ I desire and pursue success} - .148X_{13} \text{ Trade publications read per month} - .175X_{14} \text{ I will try to perform better than my friends} - .188X_{15} \text{ I will try hard to improve on past work performance friends} - .270X_{16} \text{ I enjoy completing tasks} - .334X_{17} \text{ I return to uncompleted tasks and finish them} - .425X_{18} \text{ Think about new business ideas on vacation.}$ Hence it is ascertained that the sample women agropreneurs have the quality of giving up in case of failures, attribute both success and failure for themselves, Think ideas for new business, willing to take responsibilities, hard work, hesitant to take risk, free time thinking towards the improvement of business and have little fear of failure. The results are further explained through the following charts

Chart a

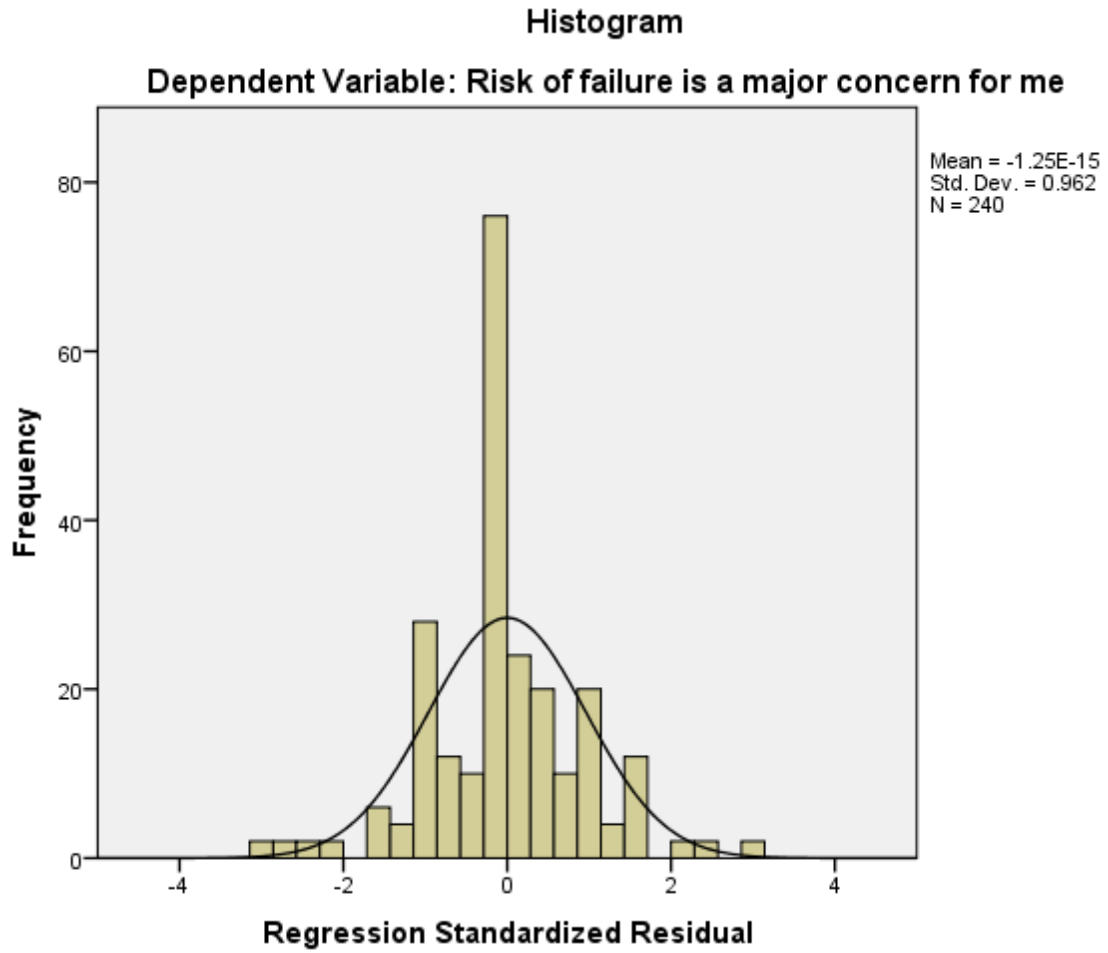


Chart b

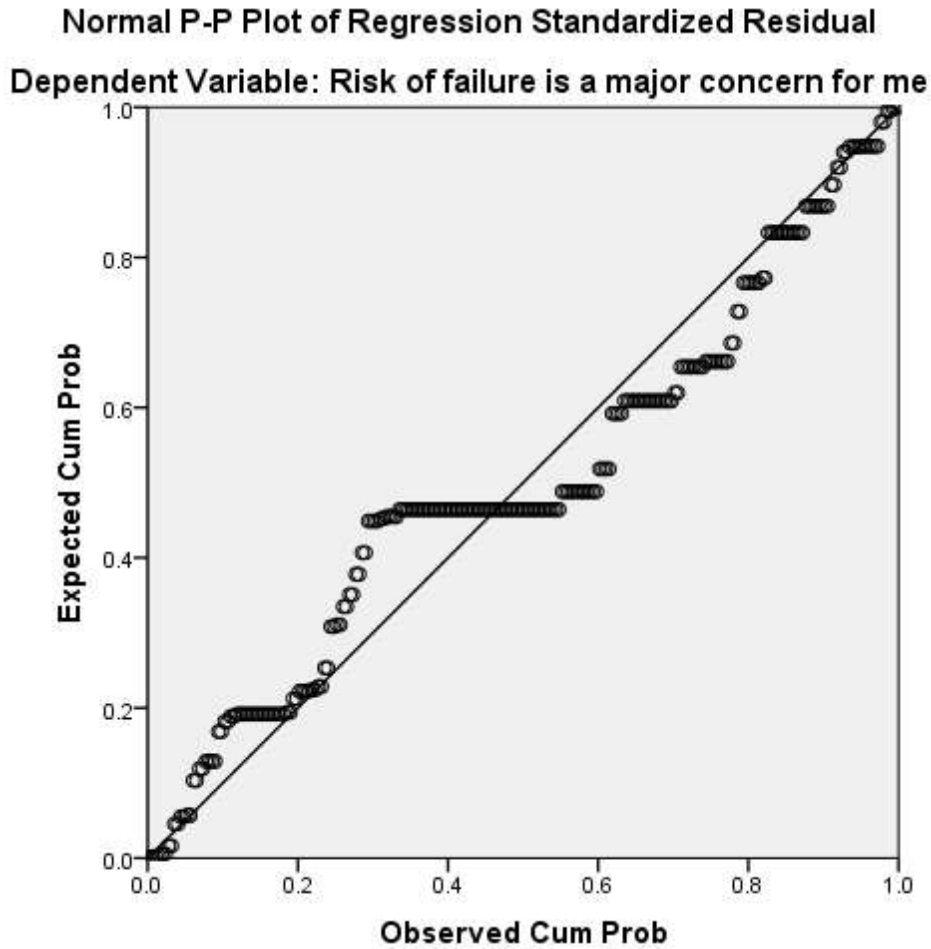


Table 5 Reliability Statistics

No	Cronbach's Alpha	Number of items
1	.899	19
2	.914	16
3	.918	14
4	.921	13

Source: Derived

The chosen statements were reduced from 19 to 13 to improve the reliability score which is 0.899 for 19 statements, 0.914 for 16 statements, 0.918 for 14 statements and the value of Cronbach's Alpha is increased to 0.921 when the number of statements reduced to 13.

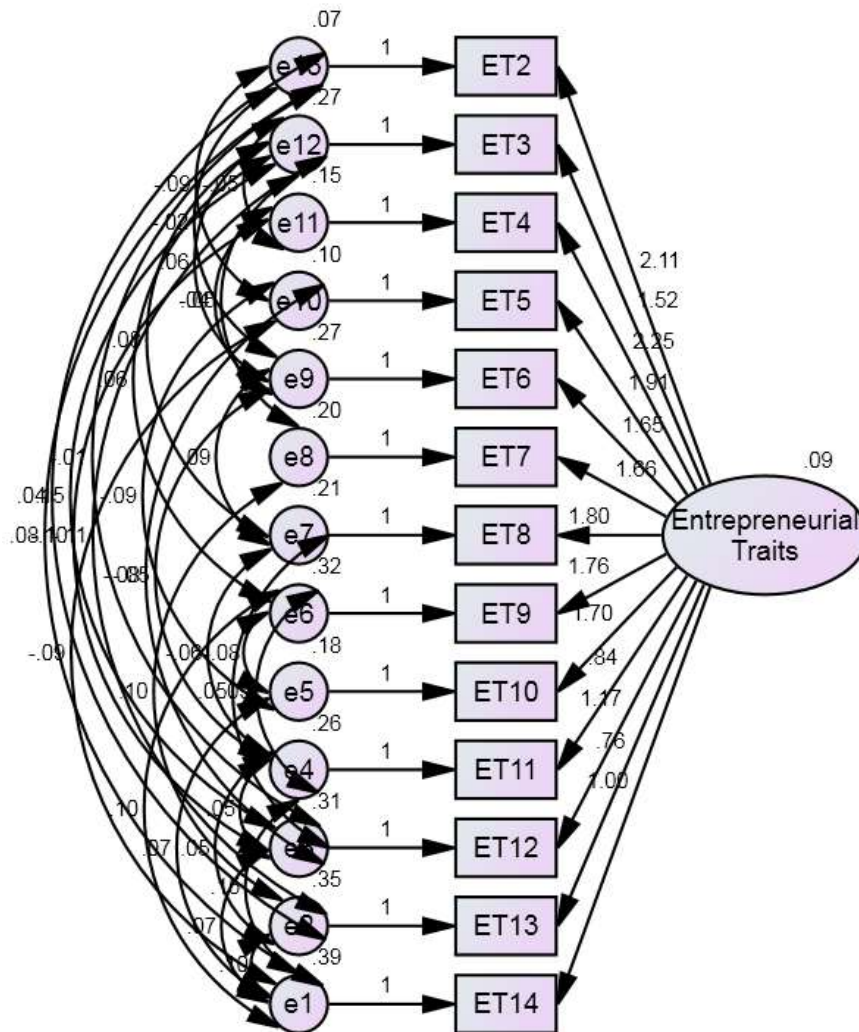


Table 6 Model Fit Summary of Structural Equation Modelling

Goodness of fit measures	Estimates	Cutoff values
Chi Square	97.067	
Degrees of freedom	34	
Probability level (p value)	.000	< 0.05
F ratio	2.855	< 3
Comparative Fit Index (CFI)	0.974	> 0.90
GFI	0.950	> 0.90
AGFI	0.865	> 0.90
Root Mean Square of Approximation (RMSEA)	0.088	< 0.08

Source: Derived

The model statistics shows that the value of Chi Square is 97.067 for degrees of freedom 34 and is statistically significant as the p value is 0.000 which is less than the standard value of 0.05. the value of F ratio is 2.855 which is within the control limit of less than 3, Comparative Fit Index (CFI) is 0.974 which attains the standard limit of greater than 0.90, GFI is 0.950 which is attains the limit of greater than 0.90, AGFI is 0.865 which is equal to the limit of greater than 0.90 and the value of Root Mean Square of Approximation (RMSEA) is 0.088 which is just reached the limit of less than 0.08. Hence this model is a fit well in the light of Entrepreneurial Traits of women agropreneurs.

Table 7 Regression Equation for Entrepreneurial Traits

	Estimate	S.E.	C.R.	P
ET14	1.000			
ET13	.757	.141	5.372	***
ET12	1.166	.185	6.293	***
ET11	.836	.118	7.067	***
ET10	1.695	.230	7.375	***
ET9	1.756	.239	7.336	***
ET8	1.800	.266	6.767	***
ET7	1.659	.247	6.714	***
ET6	1.652	.253	6.527	***
ET5	1.908	.306	6.244	***
ET4	2.251	.321	7.015	***
ET3	1.521	.236	6.433	***
ET2	2.108	.270	7.818	***

Source: Derived

As per Standardized Regression Weights, it is noted that all the statements taken into consideration in the deciding of the Regression Equation for Entrepreneurial Traits are statistically significant as the p values are less than 0.05 indicating the fitness of the model.

Conclusion

Women entrepreneurs have to perform a wide range of functions relating to establishment of an enterprise. These include the generating of an idea, its screening, choosing a form of organization, setting organizational goals and objectives, project planning and analysis, the completing of preliminary and promotional formalities, raising of capital, procuring factors of production and operating the business. To perform all these functions effectively, they need entrepreneurial qualities. The study which has been conducted among 240 women agropreneurs in Kanyakumari District revealed that they possess ample entrepreneurial traits and are willing to take risk. The study shows that the sample women agropreneurs have the quality of giving up in case of failures, attribute both success and failure for themselves, Think ideas for new business, willing to take responsibilities, hard work, hesitant to take risk, free time thinking towards the improvement of business and have little fear of failure. The model statistics shows that the value of Chi Square is 97.067 for degrees of freedom 34 and is statistically significant as the p value is 0.000 which is less than the standard value of 0.05. the value of F ratio is 2.855 which is within

the control limit of less than 3, Comparative Fit Index (CFI) is 0.974 which attains the standard limit of greater than 0.90, GFI is 0.950 which is attains the limit of greater than 0.90, AGFI is 0.865 which is equal to the limit of greater than 0.90 and the value of Root Mean Square of Approximation (RMSEA) is 0.088 which is just reached the limit of less than 0.08. Hence this model is a fit well in the light of Entrepreneurial Traits of women agropreneurs. The regression weights also substantiate the result. It is concluded from the reliability analysis, regression model, regression equation and structural equation modeling that the women agropreneurs from Kanyakumari district possesses adequate Entrepreneurial Traits to perform well and to excel in their profession.

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