


Impact of Behavioural Traits on Reasons for Commencement of Business Venture by New Age Indian Entrepreneurs

Journal of Development Economics and Management Research Studies (JDMS)
A Peer Reviewed Open Access International Journal
ISSN: 2582 5119 (Online)

 Crossref Prefix No: 10.53422
10 (18), 76-93, October-December, 2023
@Center for Development Economic Studies (CDES)
Reprints and permissions
<https://www.cdes.org.in/>
<https://www.cdes.org.in/about-journal/>

Impact of Behavioural Traits on Reasons for Commencement of Business Venture by New Age Indian Entrepreneurs

Tathagata Dasgupta¹

Abstract

Entrepreneurs play a very important role in a country's economy by creating jobs and providing the much-needed employment, which is an essential aspect in a vastly populated country such as India. They are often said to be the backbone of an economy. In this study, entrepreneurs who have established their businesses in India after 1991, have been named as new-age entrepreneurs, and they are the area of interest of this study. 1991 has been considered as a benchmark year for this type of classification, since it gave rise to significant changes in the Indian economy with the opening up of the economy. As per GEM (Global Entrepreneurship Monitor) 2021 data, four out of five Indians (adults) or greater perceived the availability of good opportunities to commence a business in the country and also according to them it is easy to begin a business. However, more than 50% of these adults did not begin a new business, according to GEM 2022 data. Hence, it is very alarming and one needs to investigate the reasons for new venture creation by the entrepreneurs, which will in turn motivate others to do the same. This study has examined the behavioural traits of new-age Indian entrepreneurs and how these traits have an impact on commencement of their businesses, and see whether any pattern arises.

Keywords: Behavioural traits, new-age Indian entrepreneurs, entrepreneurship, new venture creation, Global Entrepreneurship Monitor.

Introduction

An entrepreneur is a person who takes on the risk of a new venture. Various definitions related to the concept are as follows:

Knight (1921) defined entrepreneurs as a special group of persons who withstand risk and handle uncertainties.

¹ Research Scholar, ICFAI University Jharkhand, Ranchi

Akhouri and Gupta (1990) describe entrepreneur “as a character who combines innovativeness, readiness to take risk, sensing opportunities, identifying and mobilizing potential resources, concerns for excellence and who is persistent in achieving the goal”. Timmons (1989) has stated “entrepreneurship is the ability to create and build something from practically nothing. Fundamentally, a human creative activity, it is finding personal energy by initiating, building and achieving an enterprise or organization rather than by just watching, analyzing or describing one. It requires the ability to take calculated risk and reduce the chance of failure. It is the ability to build a founding team to complement the entrepreneurial skill and talents”. Holt (1992) has designated entrepreneurs as risk takers who grasp opportunities to utilise resources in unusual ways. According to him, entrepreneurs are adventurers who can bring in disruption for advancing progress of society.

Characteristics and Traits of Entrepreneurs

Meredith et al. (1982) laid down some fundamental traits of entrepreneurs, viz., “self-confidence”, “risk taking ability”, “flexibility”, “a strong need to achieve” and “a strong desire to be independent”. McBer & Co. (1986), gathered findings from 7 studies on entrepreneurial characteristics / traits. As per these findings, the most commonly occurring traits were “Confidence”, “Perseverance”, “Energy”, “Resourcefulness”, “Creativity”, “Foresight”, “Initiative”, “Versatility”, “Intelligence” and “Perceptiveness”.

A big research investigation was undertaken in 1986 in three developing countries, viz., India, Malawi and Ecuador, to find out the vital competencies necessary for entrepreneurial success and which competencies were more evident in successful entrepreneurs compared to average entrepreneurs (McClelland, 1987). The investigation was carried out by McBer & Co. (a Consultancy Company co-founded in 1963 by Dr. David C. McClelland) and according to this investigation, the competencies which were more evident in successful entrepreneurs were “Initiative” and “Assertiveness” (grouped under the broader competency “Proactivity”), “Sees and Acts on Opportunities”, “Efficiency Orientation”, “Concern for High Quality of Work”, “Systematic Planning” and “Monitoring” (grouped under the broader competency “Achievement Orientation”) and “Commitment to Work Contract” and “Recognising the Importance of Business Relationships” (grouped under the broader competency “Commitment to Others”). The investigation also found certain competencies which were equally evident in both successful entrepreneurs and average entrepreneurs. These competencies were “Self-Confidence”, “Persistence”, “Persuasion”, “Use of Influence Strategies”, “Expertise” and “Information Seeking”.

As per the model given by Bygrave (1989), essential elements of entrepreneurial orientation encompass certain personality traits, viz., “need for achievement”, “internal locus of control”, “tolerance of ambiguity” and “risk taking propensity”. Cunningham & Lischeron (1991) have stressed on certain characteristics of entrepreneurs, viz., ‘need for achievement’, ‘internal locus of control’, ‘propensity to take risk’, ‘tolerance to ambiguity’ and ‘self-confidence’. Certain characteristics significant for entrepreneurial attitude include “need for achievement”, “internal locus of control”, “innovativeness” and “self-confidence” (Robinson et al., 1991).

The current study has utilised 7 behavioural traits, i.e., ‘Initiative’, ‘Sees and Acts on Opportunities’, ‘Persistence’, ‘Problem-solving’, ‘Self-Confidence’, ‘Assertiveness’ and ‘Persuasion’. These traits have been selected on the basis of research of Kumar and Haran

(1997). The 8th behavioural trait of ‘Risk-taking Tendency’ has been derived from the study of Cunningham & Lischeron (1991).

New Age Entrepreneurs

In the present study, new-age entrepreneurs are termed as ‘those entrepreneurs who have established their businesses after 1991, i.e., after opening up of the Indian economy’. Some of the names of new-age entrepreneurs worth mentioning here are Sridhar Mitta of NextWealth Entrepreneurs Pvt. Ltd., Rajendra J. Gandhi of Stovekraft Pvt. Ltd., Nikhil Kumar of TD Power Systems Ltd., Sanjay Nayak of Tejas Networks Ltd. and others (Padmanabhan et al., 2012). Further it is said that new-age entrepreneurs are “young, well-educated and first-generation entrepreneurs” (they do not possess any prior business background and are self-made entrepreneurs), unlike the people who become entrepreneurs by inheriting family-businesses (Jayakumar and Srikanth, 2009).

Problem Statement

There is a growing need of entrepreneurship in India due to rising unemployment in the country. The need of the hour is more of job creators than job seekers. However, the graduating students from various Indian colleges and universities still mostly prefer to go for service in private sector or public sector companies, over entrepreneurship. As per GEM (Global Entrepreneurship Monitor) 2021 data, four out of five Indians (adults) or greater perceived the availability of good opportunities to start a business in the country and also according to them it is easy to begin a business. However, more than 50% of these adults did not begin a new business, according to GEM 2022 data. Hence, it is very distressing and one needs to ascertain the reasons for new venture creation by the entrepreneurs along with their behavioural traits, which will in turn encourage others to do the same.

Objectives of the Study

- To examine the behavioural traits of new-age entrepreneurs of India.
- To analyse whether there is a correlation between these traits and their reasons for commencing their business ventures.

Hypotheses of the Study

H₀₁: There is no significant relation between ‘Applying one’s own business ideas’ by the Entrepreneurs and their Behavioural Traits, viz., (a) Taking Initiative, (b) Opportunity Seeking, (c) Persistence, (d) Problem-Solving, (e) Self-Confidence, (f) Assertiveness, (g) Persuasion and (h) Risk-taking tendency.

H₀₂: There is no significant relation between ‘Prior experience of same or similar type of business activity’ of the Entrepreneurs and their Behavioural Traits, viz., (a) Taking Initiative, (b) Opportunity Seeking, (c) Persistence, (d) Problem-Solving, (e) Self-Confidence, (f) Assertiveness, (g) Persuasion and (h) Risk-taking tendency.

H₀₃: There is no significant relation between ‘Being one’s own boss’ by the Entrepreneurs and their Behavioural Traits, viz., (a) Taking Initiative, (b) Opportunity Seeking, (c)

Persistence, (d) Problem-Solving, (e) Self-Confidence, (f) Assertiveness, (g) Persuasion and (h) Risk-taking tendency.

H₀₄: There is no significant relation between 'Building an organisation of repute' by the Entrepreneurs and their Behavioural Traits, viz., (a) Taking Initiative, (b) Opportunity Seeking, (c) Persistence, (d) Problem-Solving, (e) Self-Confidence, (f) Assertiveness, (g) Persuasion and (h) Risk-taking tendency.

Methodology

The study was carried out in Agartala, Tripura, India. The target population of the study comprised of new-age micro entrepreneurs. Purposive sampling and convenience sampling had been employed as sampling techniques. The sample size for the study was taken as 90. A properly designed structured questionnaire was used for data collection. SPSS software was used for data analysis purpose. Correlation and multiple linear regression techniques have been utilised. Checks such as multicollinearity and autocorrelation have been done as per necessity.

Results and Discussion

The framed hypotheses have been tested as follows:

Hypothesis Test of First Hypothesis.

H₀₁: There is no significant relation between 'Applying one's own business ideas' by the Entrepreneurs and their Behavioural Traits, viz., (a) Taking Initiative, (b) Opportunity Seeking, (c) Persistence, (d) Problem-Solving, (e) Self-Confidence, (f) Assertiveness, (g) Persuasion and (h) Risk-taking tendency.

Pearson's Correlation test has been conducted for doing hypothesis testing. The results are as follows:

Table 1: Correlation between ‘Applying one’s own business ideas’ by the Entrepreneurs and their Behavioural Traits

| Correlations | | | | | | | | | |
|--------------------------------------|--|----------------|------------------------|-----------------|----------------------------|--------------------|-------------------|----------------|------------------------------------|
| | Appl ying own busin ess ideas | Initia tive | Opportunity Seeking | Persist ence | Probl em Solv ing | SelfConf idence | Assertiv eness | Persua sion | Risk Takin g Tende ncy |
| Applying own business ideas | 1 | .4 16** | .491** | .32 1** | .4 01** | .285** | .286* * | .32 0** | .19 4 |
| Initiative | .4 16** | 1 | .491** | .46 8** | .5 88** | .399** | .497* * | .34 7** | .27 5** |
| Opportun ity Seeking | .4 91** | .4 91** | 1 | .39 7** | .5 82** | .411** | .356* * | .24 1* | .24 4* |
| Persistenc e | .3 21** | .4 68** | .397** | 1 | .5 17** | .322** | .228* * | .35 3** | .26 7* |
| Problem Solving | .4 01** | .5 88** | .582** | .51 7** | 1 | .635** | .506* * | .46 8** | .44 1** |
| SelfConf idence | .2 85** | .3 99** | .411** | .32 2** | .6 35** | 1 | .462* * | .39 4** | .47 5** |
| Assertive ness | .2 86** | .4 97** | .356** | .22 8* | .5 06** | .462** | 1 | .52 3** | .50 8** |
| Persuasio n | .3 20** | .3 47** | .241* * | .35 3** | .4 68** | .394** | .523* * | 1 | .43 7** |
| Risk Taking Tendency | .1 94 | .2 75** | .244* * | .26 7* | .4 41** | .475** | .508* * | .43 7** | 1 |
| ** 0.01 level significance | | | | | | | | | |
| * 0.05 level significance | | | | | | | | | |

Interpretation

Since the significance values are less than 0.05, the seven null hypotheses H_{01a}, H_{01b}, H_{01c}, H_{01d}, H_{01e}, H_{01f} and H_{01g} are rejected and the alternative hypotheses H_{11a}, H_{11b}, H_{11c}, H_{11d}, H_{11e}, H_{11f} and H_{11g} are accepted.

The significance value is more than 0.05 only for null hypothesis H_{01h}. Hence, it is accepted.

The test results imply that ‘Applying one’s own business ideas’ by the Entrepreneurs is having a significant association with all the behavioural traits except risk-taking behaviour.

Analysis of Predictors on ‘Applying one’s own business ideas’

Since there is a significant association between ‘Applying one’s own business ideas’ by the Entrepreneurs and the majority of their behavioural traits, a further analysis is done regarding the relative importance of the influence of these traits. For this purpose, Multiple Linear Regression is undertaken where ‘Applying one’s own business ideas’ is considered as

the outcome or dependent variable and the seven behavioural traits are considered as predictors or independent variables.

The test results are as follows:

Table 2: Model Summary of Predictors of ‘Applying one’s own business ideas’

| Model Summary | | | | | |
|---|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .556 ^a | .309 | .250 | .841 | 1.564 |
| a. Predictors: (Constant), Persuasion, Opportunity Seeking, Persistence, SelfConfidence, Initiative, Assertiveness, Problem Solving | | | | | |

Table 3: Anova between Behavioural Traits and ‘Applying one’s own business ideas’

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 25.886 | 7 | 3.698 | 5.234 | .000 ^b |
| | Residual | 57.937 | 82 | .707 | | |
| | Total | 83.822 | 89 | | | |
| a. Dependent Variable: Applying own business ideas | | | | | | |
| b. Predictors: (Constant), Persuasion, Opportunity Seeking, Persistence, SelfConfidence, Initiative, Assertiveness, Problem Solving | | | | | | |

Table 4: Strength of Relationship between Individual Predictors and ‘Applying one’s own business ideas’

| Model | | Coefficients ^a | | | | | Collinearity Statistics | |
|-------|---------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF |
| | | B | Std. Error | Beta | | | | |
| 1 | (Constant) | -.184 | .847 | | -.217 | .829 | | |
| | Initiative | .289 | .207 | .175 | 1.398 | .166 | .540 | 1.851 |
| | Opportunity Seeking | .514 | .170 | .354 | 3.021 | .003 | .613 | 1.632 |
| | Persistence | .079 | .214 | .042 | .368 | .714 | .649 | 1.540 |
| | ProblemSolving | .007 | .190 | .006 | .039 | .969 | .364 | 2.746 |
| | SelfConfidence | -.004 | .187 | -.002 | -.019 | .985 | .565 | 1.770 |
| | Assertiveness | -.043 | .183 | -.029 | -.237 | .813 | .555 | 1.802 |
| | Persuasion | .271 | .180 | .173 | 1.504 | .136 | .638 | 1.568 |

a. Dependent Variable: Applying own business ideas

Interpretation

The Model Summary Table indicates that 30.9% of variation in the outcome variable is explained by the predictors. This is because R Square of the model is 0.309. The ANOVA Table shows the significance value to be less than 0.05, thus indicating that the overall model offers a good degree of prediction. However, the Coefficients Table depicts that the significance value of only one predictor, i.e., opportunity-seeking behaviour, is less than 0.05. Hence, it can be concluded that the outcome variable is reliably explained by opportunity-seeking behaviour trait only.

The linear equation for the Model is formulated as follows:

$$Y_1 = -0.184 + 0.514 \text{ Opportunity-seeking behaviour}$$

where, Y_1 = Outcome variable ‘Applying one’s own business ideas’.

Checking Multicollinearity

From the Coefficients Table, it can be seen that VIF (Variance Inflation Factor) < 5 and Tolerance (reciprocal of VIF) > 0.2. Hence, this clearly indicates that there is no Multicollinearity among the Independent Variables/Predictors.

Checking Autocorrelation

As evident from the preceding Model Summary Table, the value of Durbin-Watson statistic is 1.564, which falls in the acceptable range of 1.5-2.5. This ensures non-presence of

significant autocorrelation, thus validating that errors or residuals are not significantly correlated.

Hypothesis Test of Second Hypothesis.

H₀₂: There is no significant relation between ‘Prior experience of same or similar type of business activity’ of the Entrepreneurs and their Behavioural Traits, viz., (a) Taking Initiative, (b) Opportunity Seeking, (c) Persistence, (d) Problem-Solving, (e) Self-Confidence, (f) Assertiveness, (g) Persuasion and (h) Risk-taking tendency.

Pearson’s Correlation test has been undertaken for doing hypothesis testing. The results are as follows:

Table 5: Correlation between ‘Prior experience of same or similar type of business activity’ of the Entrepreneurs and their Behavioural Traits

| Correlations | | | | | | | | | |
|--|--|------------|---------------------|-------------|-----------------|----------------|---------------|------------|----------------------|
| | Prior Experience of Same or Similar Business | Initiative | Opportunity Seeking | Persistence | Problem Solving | SelfConfidence | Assertiveness | Persuasion | Risk Taking Tendency |
| Prior Experience of Same or Similar Business | 1 | .255* | .193 | .102 | .222* | .303** | .284** | .159 | .232* |
| Initiative | .255* | 1 | .491* | .468** | .588** | .399** | .497** | .347** | .275** |
| Opportunity Seeking | .193 | .491** | 1 | .397** | .582* | .411** | .356** | .241* | .244* |
| Persistence | .102 | .468** | .397* | 1 | .517** | .322** | .228* | .353** | .267* |
| Problem Solving | .222* | .588** | .582* | .517** | 1 | .635** | .506** | .468** | .441** |
| SelfConfidence | .303** | .399** | .411* | .322** | .635** | 1 | .462** | .394** | .475** |
| Assertiveness | .284** | .497** | .356* | .228* | .506** | .462** | 1 | .523** | .508** |
| Persuasion | .159 | .347** | .241* | .353** | .468** | .394** | .523** | 1 | .437** |
| Risk Taking Tendency | .232* | .275** | .244* | .267* | .441** | .475** | .508** | .437** | 1 |
| * 0.05 level significance | | | | | | | | | |
| ** 0.01 level significance | | | | | | | | | |

Interpretation

As the significance values are less than 0.05, the five null hypotheses H_{02a} , H_{02d} , H_{02e} , H_{02f} and H_{02h} , are rejected and the alternative hypotheses H_{12a} , H_{12d} , H_{12e} , H_{12f} and H_{12h} are accepted. The test results indicate that ‘Prior experience of same or similar type of business activity’ of the Entrepreneurs is having a significant association with the behavioural traits, viz., taking initiative, problem-solving, self-confidence, assertiveness and risk-taking tendency.

Analysis of Predictors on ‘Prior experience of same or similar type of business activity’.

Since there is a significant association between ‘Prior experience of same or similar type of business activity’ of the Entrepreneurs and five of their behavioural traits, a further analysis is carried out regarding the relative importance of the influence of these traits. For this purpose, Multiple Linear Regression is undertaken where ‘Prior experience of same or similar type of business activity’ is considered as the outcome or dependent variable and the five behavioural traits are considered as predictors or independent variables.

The test results are as follows:

Table 6: Model Summary of Predictors of ‘Prior experience of same or similar type of business activity’

| Model Summary | | | | | |
|--|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .364 ^a | .133 | .081 | 1.140 | 1.864 |
| a. Predictors: (Constant), RiskTakingTendency, Initiative, SelfConfidence, Assertiveness, ProblemSolving | | | | | |

Table 7: Anova between Behavioural Traits and ‘Prior experience of same or similar type of business activity’

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 16.669 | 5 | 3.334 | 2.566 | .033 ^b |
| | Residual | 109.120 | 84 | 1.299 | | |
| | Total | 125.789 | 89 | | | |
| a. Dependent Variable: Prior Experience of Same or Similar Business | | | | | | |
| b. Predictors: (Constant), Risk Taking Tendency, Initiative, SelfConfidence, Assertiveness, Problem Solving | | | | | | |

Table 8: Strength of Relationship between Individual Predictors and ‘Prior experience of same or similar type of business activity’

| Coefficients ^a | | | | | | | | |
|---------------------------|----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .368 | .939 | | .392 | .696 | | |
| | Initiative | .287 | .267 | .142 | 1.077 | .284 | .596 | 1.679 |
| | Problem Solving | -.140 | .233 | -.092 | -.601 | .549 | .444 | 2.250 |
| | Self Confidence | .403 | .260 | .215 | 1.554 | .124 | .542 | 1.846 |
| | Assertiveness | .230 | .243 | .126 | .945 | .347 | .578 | 1.731 |
| | Risk Taking Tendency | .120 | .222 | .068 | .540 | .591 | .656 | 1.523 |

a. Dependent Variable: Prior Experience of Same or Similar Business

Interpretation

The Model Summary Table indicates that 13.3% of variation in the outcome variable is explained by the predictors. This is because R Square of the model is 0.133. The ANOVA Table shows the significance value to be less than 0.05, thus denoting that the overall model offers a good degree of prediction. However, the Coefficients Table depicts that the significance value of none of the five predictors is less than 0.05. Hence, it can be concluded that the outcome variable is reliably explained jointly by the five behavioural traits, but individually the behavioural trait does not have a significant influence.

Checking Multicollinearity

From the Coefficients Table, it can be seen that VIF (Variance Inflation Factor) < 5 and Tolerance (reciprocal of VIF) > 0.2. Hence, this clearly indicates that there is no Multicollinearity among the Independent Variables/Predictors.

Checking Autocorrelation

As evident from the preceding Model Summary Table, the value of Durbin-Watson statistic is 1.864, which falls in the acceptable range of 1.5-2.5. This ensures non-presence of significant autocorrelation, thus validating that errors or residuals are not significantly correlated.

Hypothesis Test of Third Hypothesis.

H₀₃: There is no significant relation between ‘Being one’s own boss’ by the Entrepreneurs and their Behavioural Traits, viz., (a) Taking Initiative, (b) Opportunity Seeking, (c) Persistence, (d) Problem-Solving, (e) Self-Confidence, (f) Assertiveness, (g) Persuasion and (h) Risk-taking tendency.

Pearson’s Correlation test has been used for doing hypothesis testing. The results are as follows:

Table 9: Correlation between ‘Being one’s own boss’ by the Entrepreneurs and their Behavioural Traits

| Correlations | | | | | | | | | |
|----------------------------|-----------------------|------------|---------------------|-------------|-----------------|-----------------|---------------|------------|----------------------|
| | To be one's own boss. | Initiative | Opportunity Seeking | Persistence | Problem Solving | Self Confidence | Assertiveness | Persuasion | Risk Taking Tendency |
| To be one's own boss. | 1 | .225* | .303* | .333** | .248* | .274* | .140 | .430** | .151 |
| Initiative | .225* | 1 | .491* | .468** | .588** | .399* | .497** | .347** | .275** |
| Opportunity Seeking | .303** | .491** | 1 | .397** | .582** | .411* | .356** | .241* | .244* |
| Persistence | .333** | .468** | .397** | 1 | .517** | .322* | .228* | .353** | .267* |
| Problem Solving | .248* | .588** | .582** | .517** | 1 | .635* | .506** | .468** | .441** |
| SelfConfidence | .274** | .399** | .411** | .322** | .635** | 1 | .462** | .394** | .475** |
| Assertiveness | .140 | .497** | .356** | .228* | .506** | .462* | 1 | .523** | .508** |
| Persuasion | .430** | .347** | .241** | .353** | .468** | .394** | .523** | 1 | .437** |
| Risk Taking Tendency | .151 | .275** | .244* | .267* | .441** | .475* | .508** | .437** | 1 |
| * 0.05 level significance | | | | | | | | | |
| ** 0.01 level significance | | | | | | | | | |

Interpretation

Since the significance values are less than 0.05, the seven null hypotheses H_{03a}, H_{03b}, H_{03c}, H_{03d}, H_{03e}, and H_{03g} are rejected and the alternative hypotheses H_{13a}, H_{13b}, H_{13c}, H_{13d}, H_{13e} and H_{13g} are accepted. The test results imply that ‘Being one’s own boss’ by the Entrepreneurs is having a significant association with the six behavioural traits, viz., taking initiative, opportunity-seeking behaviour, persistence, problem-solving, self-confidence and persuasion.

Analysis of Predictors on ‘Being one’s own boss’.

Since there is a significant association between ‘Being one’s own boss’ by the Entrepreneurs and the majority of their behavioural traits, a further analysis is done regarding

the relative importance of the influence of these traits. For this purpose, Multiple Linear Regression is undertaken where ‘Being one’s own boss’ is considered as the outcome or dependent variable and the six behavioural traits are considered as predictors or independent variables.

The test results are as follows:

Table 10: Model Summary of Predictors of ‘Being one’s own boss’

| Model Summary | | | | | |
|--|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .517 ^a | .267 | .214 | .933 | 1.888 |
| a. Predictors: (Constant), Persuasion, Opportunity Seeking, Persistence, SelfConfidence, Initiative, Problem Solving | | | | | |

Table 11: Anova between Behavioural Traits and ‘Being one’s own boss’

| ANOVA ^a | | | | | | |
|--|------------|----------------|----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 26.315 | 6 | 4.386 | 5.043 | .000 ^b |
| | Residual | 72.185 | 83 | .870 | | |
| | Total | 98.500 | 89 | | | |
| a. Dependent Variable: To be one's own boss. | | | | | | |
| b. Predictors: (Constant), Persuasion, Opportunity Seeking, Persistence, SelfConfidence, Initiative, Problem Solving | | | | | | |

Table 12: Strength of Relationship between Individual Predictors and ‘Being one’s own boss’

| Coefficients ^a | | | | | | | | |
|--|--------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -.505 | .933 | | -.541 | .590 | | |
| | Initiative | -.047 | .220 | -.026 | -.215 | .830 | .589 | 1.699 |
| | OpportunitySeeking | .356 | .189 | .226 | 1.890 | .062 | .615 | 1.626 |
| | Persistence | .410 | .233 | .201 | 1.758 | .082 | .672 | 1.488 |
| | ProblemSolving | -.302 | .210 | -.223 | -1.440 | .154 | .368 | 2.717 |
| | SelfConfidence | .203 | .205 | .122 | .990 | .325 | .580 | 1.724 |
| | Persuasion | .628 | .185 | .370 | 3.386 | .001 | .739 | 1.353 |
| a. Dependent Variable: To be one's own boss. | | | | | | | | |

Interpretation

The Model Summary Table indicates that 26.7% of variation in the outcome variable is explained by the predictors. This is because R Square of the model is 0.267. The ANOVA Table shows the significance value to be less than 0.05, thus indicating that the overall model offers a good degree of prediction. However, the Coefficients Table depicts that the significance value of only one predictor, i.e., persuasion, is less than 0.05. Hence, it can be concluded that the outcome variable is reliably explained by 'persuasion' trait only.

The linear equation for the Model is formulated as follows:

$$Y_2 = -0.505 + 0.628 \text{ Persuasion}$$

where, Y_2 = Outcome variable 'Being one's own boss'.

Checking Multicollinearity

From the Coefficients Table, it can be seen that VIF (Variance Inflation Factor) < 5 and Tolerance (reciprocal of VIF) > 0.2 . Hence, this clearly indicates that there is no Multicollinearity among the Independent Variables/Predictors.

Checking Autocorrelation

As evident from the preceding Model Summary Table, the value of Durbin-Watson statistic is 1.888, which falls in the acceptable range of 1.5-2.5. This ensures non-presence of significant autocorrelation, thus validating that errors or residuals are not significantly correlated.

Hypothesis Test of Fourth Hypothesis.

H₀₄: There is no significant relation between 'Building an organisation of repute' by the Entrepreneurs and their Behavioural Traits, viz., (a) Taking Initiative, (b) Opportunity Seeking, (c) Persistence, (d) Problem-Solving, (e) Self-Confidence, (f) Assertiveness, (g) Persuasion and (h) Risk-taking tendency.

Pearson's Correlation test has been adopted for carrying out hypothesis testing. The results are as follows:

Table 13: Correlation between ‘Building an organisation of repute’ by the Entrepreneurs and their Behavioural Traits

| Correlations | | | | | | | | | |
|-------------------------------------|-------------------------------------|------------|---------------------|-------------|-----------------|----------------|---------------|------------|----------------------|
| | To build an organisation of repute. | Initiative | Opportunity Seeking | Persistence | Problem Solving | SelfConfidence | Assertiveness | Persuasion | Risk Taking Tendency |
| To build an organization of repute. | 1 | .463** | .499* | .208* | .374** | .206 | .197 | .283** | .075 |
| Initiative | .463* | 1 | .491* | .468** | .588** | .399** | .497** | .347** | .275** |
| Opportunity Seeking | .499* | .491** | 1 | .397** | .582** | .411** | .356** | .241* | .244* |
| Persistence | .208* | .468** | .397* | 1 | .517** | .322** | .228* | .353** | .267* |
| Problem Solving | .374* | .588** | .582* | .517** | 1 | .635** | .506** | .468** | .441** |
| Self Confidence | .206 | .399** | .411* | .322** | .635** | 1 | .462** | .394** | .475** |
| Assertiveness | .197 | .497** | .356* | .228* | .506** | .462** | 1 | .523** | .508** |
| Persuasion | .283* | .347** | .241* | .353** | .468** | .394** | .523** | 1 | .437** |
| Risk Taking Tendency | .075 | .275** | .244* | .267* | .441** | .475** | .508** | .437** | 1 |
| ** 0.01 level significance | | | | | | | | | |
| * 0.05 level significance | | | | | | | | | |

Interpretation

As the significance values are less than 0.05, the five null hypotheses H_{04a}, H_{04b}, H_{04c}, H_{04d} and H_{04g}, are rejected and the alternative hypotheses H_{14a}, H_{14b}, H_{14c}, H_{14d} and H_{14g} are accepted. The test results indicate that ‘Building an organisation of repute’ by the Entrepreneurs is having a significant association with the behavioural traits, viz., taking initiative, opportunity-seeking behaviour, persistence, problem-solving and persuasion.

Analysis of Predictors on ‘Building an organisation of repute’.

Since there is a significant association between ‘Building an organisation of repute’ by the Entrepreneurs and five of their behavioural traits, a further analysis is carried out regarding the relative importance of the influence of these traits. For this purpose, Multiple Linear Regression is undertaken where ‘Building an organisation of repute’ is considered as the outcome or dependent variable and the five behavioural traits are considered as predictors or independent variables.

The test results are as follows:

Table 14: Model Summary of Predictors of ‘Building an organisation of repute’

| Model Summary | | | | | |
|--|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .578 ^a | .334 | .294 | .847 | 2.116 |
| a. Predictors: (Constant), Persuasion, Opportunity Seeking, Persistence, Initiative, Problem Solving | | | | | |

Table 15: Anova between Behavioural Traits and ‘Building an organisation of repute’

| ANOVA ^a | | | | | | |
|--|------------|----------------|----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 30.217 | 5 | 6.043 | 8.421 | .000 ^b |
| | Residual | 60.283 | 84 | .718 | | |
| | Total | 90.500 | 89 | | | |
| a. Dependent Variable: To build an organisation of repute. | | | | | | |
| b. Predictors: (Constant), Persuasion, Opportunity Seeking, Persistence, Initiative, Problem Solving | | | | | | |

Table 16: Strength of Relationship between Individual Predictors and ‘Building an organisation of repute’

| Model | | Coefficients ^a | | | | | | Collinearity Statistics | |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|-----------|-------------------------|--|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF | |
| | | B | Std. Error | Beta | | | | | |
| 1 | (Constant) | .032 | .0815 | | .039 | .969 | | | |
| | Initiative | .513 | .199 | .298 | 2.571 | .012 | .589 | 1.698 | |
| | OpportunitySeeking | .577 | .171 | .383 | 3.379 | .001 | .618 | 1.618 | |
| | Persistence | -.232 | .212 | -.119 | -1.094 | .277 | .674 | 1.484 | |
| | ProblemSolving | -.039 | .172 | -.030 | -.226 | .822 | .453 | 2.207 | |
| | Persuasion | .232 | .166 | .143 | 1.395 | .167 | .756 | 1.323 | |

a. Dependent Variable: To build an organization of repute.

Interpretation

The Model Summary Table indicates that 33.4% of variation in the outcome variable is explained by the predictors. This is because R Square of the model is 0.334. The ANOVA Table shows the significance value to be less than 0.05, thus indicating that the overall model provides a good degree of prediction. The Coefficients Table depicts that the significance values of two predictors, i.e., taking initiative and opportunity-seeking are less than 0.05. Hence, it can be concluded that the outcome variable is reliably explained by ‘taking initiative’ and ‘opportunity-seeking’ traits.

The linear equation for the Model is framed as below:

$$Y_3 = 0.032 + 0.513 \text{ Taking Initiative} + 0.577 \text{ Opportunity-seeking}$$

where, Y_3 = Outcome variable ‘Building an organisation of repute’.

Checking Multicollinearity

From the Coefficients Table, it can be seen that VIF (Variance Inflation Factor) < 5 and Tolerance (reciprocal of VIF) > 0.2. Hence, this clearly indicates that there is no Multicollinearity among the Independent Variables/Predictors.

Checking Autocorrelation

As evident from the preceding Model Summary Table, the value of Durbin-Watson statistic is 2.116, which falls in the acceptable range of 1.5-2.5. This ensures non-presence of significant autocorrelation, thus validating that errors or residuals are not significantly correlated.

Conclusion

The study has considered four main reasons for starting a business venture by entrepreneurs, viz., 'Applying one's own business ideas', 'Prior experience of same or similar type of business activity', 'Being one's own boss' and 'Building an organisation of repute'. According to the present study, taking initiative, opportunity-seeking and persuasion behavioural traits are found to be the major traits impacting reasons for commencement of business by the new-age micro entrepreneurs in Agartala, Tripura. The findings suggest that the entrepreneurs who tend to demonstrate more of opportunity-seeking behaviour are more likely to commence a business in order to apply their own business ideas and to build an organisation of repute. The findings further imply that entrepreneurs who are more persuasive in nature will have a greater tendency to start a business out of the reason for being one's own boss. It is also seen that entrepreneurs who start a business in order to build a reputed organisation tend to exhibit more of initiative taking and opportunity-seeking traits.

This study has laid the basis to investigate in greater detail the influence of various behavioural traits on reasons for starting a business by the entrepreneurs. This study will assist educational institutions to inculcate the right behavioural traits in their students which will enable them to adopt entrepreneurial career and become successful entrepreneurs. The study will also aid Governments to design proper training programmes to instill those behavioural traits in young graduates which would make them more willing to embrace entrepreneurship.

Scope for Future Research

This type of study can be taken up for medium and big entrepreneurs, who have not been included in this study due to constraints of time and approachability. This kind of study can be carried out in other regions of the country to get diverse insights. Future research can include other behavioural traits and various other reasons for commencement of business venture, which have not been taken into account in this study.

REFERENCES

1. Akhouri, M.M.P. & Gupta, V. (1990); Sustaining Entrepreneurship (Seminar Proceedings), NIESBUD, New Delhi.
2. Bygrave, W.D. (1989): The entrepreneurship paradigm (I): A philosophical look at its research methodologies. *Entrepreneurship Theory and Practice*, 14 (1), pp 7-26.
3. Cunningham, J., & Lischeron, J. (1991); Defining Entrepreneurship. *Journal of Small Business Management*, 29, pp 45-62.
4. Holt, D.H. (1992): *Entrepreneurship: New Venture Creation*. New Delhi: Prentice-Hall of India Pvt. Ltd.
5. Jayakumar, V. and Srikanth, D. (2009): *New Age Indian Entrepreneurs*. IBS CDC ID: ENT0024.
http://www.ibscdc.org/Case_Studies/Entrepreneurship/Entrepreneurship/ENT0024.htm

6. Knight, F.H. (1921): Risk, Uncertainty and Profit. Boston, Massachusetts: Houghton Mifflin.
7. Kumar, A. and Haran, H. (1997): Absorption and Intensity of Entrepreneurism in a Large Business Enterprise - Study of Steel Authority of India Limited. Journal of Enterprising Culture, 5 (2), pp 137-150.
8. McBer & Co. (1986): Entrepreneurship and Small Enterprise Development, second annual report to the United States Agency for International Development.
9. McClelland, D. C. (1987): Characteristics of Successful Entrepreneurs. The Journal of Creative Behavior, 21(3), 219-233.
10. Meredith, G.G., Nelson, R.E. & Neck, P.A. (1982): The Practice of Entrepreneurship. London: International Labour Office.
11. Padmanabhan, V. et al., eds. (2012): The New Age Entrepreneurs. Noida: Random House India.
12. Robinson, P.B., Stimpson, D.V., Huefner, J.C. & Hunt, H.K. (1991): An attitude approach to the prediction of entrepreneurship. Entrepreneurship Theory and Practice, 15 (4), 13-32.
13. Timmons, J.A., (1989): The Entrepreneurial Mind. Andover, Massachusetts: Brick House Publishing.
