

Entrepreneurial Attitudes among Entrepreneurs in Small and Medium Enterprises

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Abstract—Entrepreneurship is one of our deep rooted values. Indians have proved that intellectual competence, passion to create and their challenging businesses in the world. After an advent of technological development, we stand a foot ahead of other world communities. This paper analyses and observes the attitudes of entrepreneurs in their business. This study on 120 entrepreneurs from both male and female and they were differed among themselves by their entrepreneurial attitudes like achievement, innovation, personal control and self esteem. In this study, both primary and secondary data were used. The findings reflect that the male entrepreneurs and female entrepreneurs have different mean scores of entrepreneurial attitudes.

Index Terms—Entrepreneurship, Entrepreneurial attitudes, achievement, innovation and self esteem.

I. INTRODUCTION

Entrepreneurship has acquired a special significance in the control of economic growth and industrial development in the rapidly changing socioeconomic and sociocultural climates both in the developed and developing countries. The entrepreneur is an economic man, who tries to maximize his profits by innovation. Innovations involve problem solving and he gets satisfaction in using his capabilities in solving problems (Higgins, 1964)[6].

An entrepreneur is one who is driven by achievement motivation. He considers into be most distinguishing feature of an entrepreneur is one who produce its units when other produce 'n' units with the same input. McClelland (1961)[10], SAY (1963)[11] outlined that an entrepreneur is one who brings together the factors of production, provisions of continuing management as well as risk bearing.

Schumpeter (1950)[12] envisioned that an entrepreneur is the agent who provides an economic leadership that changes the initial conditions of the economy and causes this discontinuous dynamic change. Hence, by nature he is neither a technician nor a financier, but he is considered as an innovator.

Entrepreneurship is gaining increasing respect from the scholars as a field of research as well as practical application worldwide as a means to achieve wealth creation and personal fulfillment (Ma and Tan, 2006)[8]. History has proven that with each economic downturn, it is the

entrepreneurial drive and persistence that brings us back (Kuratako, 2006)[7]. Entrepreneurship is the capacity in an individual to innovate, to bear risks to foresee the prospects of the project, confidence and competence to meet unforeseen and adverse conditions.

II. ENTREPRENEURSHIP AND ATTITUDE ORIENTATION

Attitude refers to an object be it a specific person, place, thing, event, activity, mental concept, cognitive orientation, life style or even combinations of the various categories. Attitude also exists at the general and the specific levels for many objects. Because of this, attitude specificity needs to be matched by measurement specificity Abelson(1982)[1]; Ajzen & Madden (1986)[2]. Human beings are said to have stable sets of attitudes. However, attitude differs across individual. Attitudes are not permanent features. For example, attitude towards achievement in general (General object) is not the same as attitudes towards an achievement in entrepreneurial setting (specific object). Attitude is defined as a mental and neural state of exerting readiness, organized through experience, exerting a directive or dynamic influence upon the individuals regards to all objectives and situation with it is related, Allport(1935).

III. REVIEW OF LITERATURE

Stimpson *et al.* (1991) reported that entrepreneurial attitude orientation consists of 4 broad dimensions such as achievement self esteem, personal control and innovation. The reliability of attitude orientation was within acceptable standards. Significant difference of all the 4 dimensions has been shown by the results of the discriminate functional analysis of entrepreneurs and non-entrepreneurs. The scores of entrepreneurs were significantly higher in innovation, achievement and personal control. Both groups, however showed marginal difference on self-esteem.

Venkatapathy (1992) has used entrepreneurial attitude orientation scale (EAO) among manufacturing and engineering entrepreneurs to study first generation entrepreneurs (FGE) and second generation entrepreneurs (SGE). The FGE significantly differed from SGE on their achievement orientation.

McClelland *et al.* (1953)[9] through that work for the past several deeds provided adequate evidence to suggest that n-ach may be one of the sources of entrepreneurial motivation. Their studies showed that n-ach scores were positively significantly related to entrepreneurial behavior in young men and n-ach could be used to predict entrepreneurial behavior among businessmen.

Durand and Shea (1974)[5] investigated the

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entrepreneurial activity over a period of 18 months among 22 male and 7 female black adults engaged in operating small businesses. Entrepreneurs with high n-ach and internal locus of control were found to be significantly more active. Internal high n-ach individual was attributed to the fact that thoughts are most successfully translated into action when the individual feels in control of his fate and recognizes the steps that are instrumental in reaching the goals.

Brockner (1988)[4] perceived that self esteem in business as the self-confidence and personal competency of an individual in connection with his/her business affairs.

IV. OBJECTIVES AND METHODOLOGY

The prime objective of the study is to identify the level of entrepreneurial attitudes among entrepreneurs in Cuddalore district of Tamilnadu.

V. RESULT AND DISCUSSION

TABLE 1 SHOWING THE 2×3 MODEL OF CHI-SQUARE TEST BETWEEN THE GENDER AND THE LEVEL OF ENTREPRENEURIAL ATTITUDES

S. No	Gender	Low	Moderate	High	Total	df	X ²	LS
1	Male	37	16	44	97	1	45.133	0.01
2	Female	6	6	11	23			
	Total	43	22	55	120			

Hy: There is no association between the gender and the level of entrepreneurial attitudes.

Gender difference is an important area of research particularly eastern countries and developing nations like India. Durand and Shea (1974)[5] investigates the entrepreneurial activity over a period of 18 months among 22 male and 7 female black adults engaged in operating small business. Entrepreneurs with high n-ach and external locus of

The other objectives are

- 1) To identify the motivational forces to become entrepreneur.
- 2) To observe the attitudes of entrepreneurs in both male and female.

The study on level of entrepreneurial attitudes help us to know how far the male entrepreneurs are performing their business. The analysis of the data on male entrepreneurs would help us to know the various issues faced by them in the form of finance, marketing, technology, motivational level, psychological problems.

Both primary and secondary data were used. For this purpose, the questionnaire was executed on 150 entrepreneurs on random sample basis out of them 120 respondents were selected for this study.

control were found to be significantly more active. One of the objective of this research work, is to understand the association between the gender and different levels of entrepreneurial attitudes. In order to achieve, a chi-square test was conducted. It is found that the obtained chi-square value (45.633) is statistically significant at 0.01 level. Therefore, the stated hypothesis is rejected.

TABLE 2 SHOWING THE MEAN VALUES, SD, SE_M, 't' VALUE AND LS FOR THE LEVEL OF ENTREPRENEURIAL ATTITUDE BASED ON THEIR GENDER.

S.No	Gender	N	Mean	SD	SE _M	't' value	LS
1.	Male	97	238.20	8.56	0.87	-0.807	NS
2.	Female	23	239.70	4.94	1.03		

Hy: Entrepreneurial attitudes do not differ based on their gender.

Above Table 2 shows the mean, standard deviation and 't' value corresponding to the differences in the level of entrepreneurial attitudes based on their gender. It is observed from the table that the female entrepreneurs and the male entrepreneurs have different mean scores of entrepreneurial attitudes. It is further evidenced from the 't' value (-0.807) that the difference between the two groups viz, male and female with regard to level of entrepreneurial attitudes is statistically not significant.

VI. CONCLUSION

In addition, to the measurement of overall entrepreneurial orientation of male and female entrepreneurs, this study has also analyzed the variation of entrepreneurial attitudes

among them. The findings reflect that the highest scores of the entrepreneurial attitudes of male entrepreneurs than the female entrepreneurs. Because, encouragement of the growing intensity and extend support with significantly designed packages of the technical and financial assistance from various institutions. The financial sector also extended their maximum support in the format of incentives, loans, and schemes. So, the sincere efforts should be taken towards women entrepreneurs to assist the financial institutions support, training programs and workshops. If they attended such programmes are really useful to change their entrepreneurial attitudes.

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