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**"IDENTIFICATION OF INFLUENTIAL SET OF  
ENTREPRENEURIAL TRAITS"**

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**ABSTRACT**

Identify the influential set of entrepreneurial traits among the sample respondents of the study area. For this purpose 'Factor Analysis' applied.

It is one of the most popular 'analysis of interdependence' techniques. In studies of interdependence, all variables are on an equal footing, and the analysis is concerned with the whole set of relationships among the variables that characterize the objects. This procedure takes a large number of variables or objects and searches out factors in common which account for their inter-correlation.

In the present analysis of identifying the influential set of entrepreneurial traits among respondents, the Orthogonal Varimax Rotatrin, mostly used and widely available in the Factor, Analytic Computer Programme (FACP) is applied. One of the final outcomes of the factor analysis is called Rotated Factor Matrix, a table of Co-efficients that expresses the ratios between the variables and the factors that have been presented.

**Introduction:**

In this section an attempt is made to identify the influential set of entrepreneurial traits among the sample respondents of the study area. For this purpose 'Factor Analysis' applied.

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The understanding of factors influencing the women students is crucial for deciding the motivational and training methods to be adopted for developing deficient entrepreneurial qualities among them. Ten entrepreneurial traits generally required to become entrepreneurs are considered for the analysis. To measure the suitability of factor analysis for the data and reliability of data used, KMO measure of sampling adequacy and Bartlett's Test of sphericity were attempted. The results of the analysis is presented in Table-5.1

**Table-1.1 KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of sampling Adequacy		0.736
Bartlett's Test of sphericity	Approx. Chi-Square	5131.100
	Df	45
	Significance	0.0000

Source: computed data

Table 1.1 shows that the result of KMO measure of sampling adequacy of 0.736 is greatest than 0.5. It indicates that the sample size is adequate for the analysis. The Bartlett's Test indicates that the variables had a significant correlation between themselves and hence they could be grouped (P value is 0.000 which is less than the level of significance of 0.05). This also indicates the appropriateness of using factor analysis.

### Factor Analysis

The results of the factor analysis is presented in Table 2.2

**TABLE 2.2 Rotated Factor Matrix For Identifying Influential Set of Entrepreneurial Traits Among Respondents**

Factor.	Entrepreneurial Traits	Factor Loading	H2	Percentages of Variances Explained	Cumulative Percentages of Variances Explained	Cronbach's Alpha
Basic Business Skills Factor (F1)	Interpersonal Skills(V-9)	0.941	0.949	45.878	45.878	0.973
	Information Seeking And Receiving Feedback (V-8)	0.939	0.935			

	Decision making Ability (V-6)	0.938	0.936			
	Perseverance and Hardwork(V-2)	0.909	0.902			
Oriented Achievement Factor (F2)	Positive Self Concept(V-10)	0.958	0.971	26.001	71.879	0.981
	Need for Achievement (V-4)	0.951	0.966			
Leadership Skills Factor (F3)	Planning, Foresight and Problem Solving(V-7)	0.869	0.778	15.431	87.310	0.610
	Leadership and Motivating Ability(V-3)	0.630	0.548			
Overall <b>Cronbach's Alpha</b>						0.769

Extraction Method: Principal Component Analysis.

Rotation Method : Varimax with Kaiser Normalization.

Table 2.2 gives the loadings received by the factors F1, F2 and F3 for the extracted eight entrepreneurial traits. It is observed from the table that the number of factors is three. The ratios which have the highest and significant loading in each factor, are grouped, that is the ratios which are more closely related to a particular factor are boxed. The last column of the table is communality ( $h^2$ ) which is obtained by the sum of the squares of the factor loadings of each ratio.

#### Extraction of Factors

The Rotated matrix of the factor co-efficient or factor loading (Table 2.2) summarises the results of factor analysis on the influential set of entrepreneurial traits. The analysis has given three factor solutions to find the influence of groups of inter-correlated traits, called factor. The results show that all the factors together explain 87.31 percent of the total variation. Further, the results are reliable as the communality values are high.

#### Factor I (F1)

The first factor explains 45.87 percent of the total variation and has the following traits:

1. Interpersonal Skills
2. Information Seeking And Receiving Feedback
3. Decision making Ability
4. Perseverance and Hardwork.

In this factor all these traits are positively loaded and entrepreneurial traits of

students have high positive correlations with the factor. It implies that all the traits in the factor influence the students becoming entrepreneurs. The factor is termed '**Basic Business Skills**' Factor.

### **Factor II (F2)**

The second factor is represented by the following two traits

1. Positive Self Concept
2. Need for Achievement

It explains 26.00 per cent of the total variation. The two traits are positively loaded and the factor is correlated with the entrepreneurial traits of the students of the study area and has a positive correlation with the factor. This factor is named as '**Achievement – Oriented**' Factor.

### **Factor III (F3)**

The third and last factor is represented by two variables, they are:

1. Planning, Foresight and Problem Solving
2. Leadership and Motivating Ability

It explains 15.43 percent of the total variation. These traits also influence the respondents in becoming entrepreneurs. This factor is named as 'Leadership Skills' factor.

Further, the overall Cronbach's Alpha Value is 0.769. It indicates that the results are significant and highly reliable. It is also inferred that the three influential set of entrepreneurial traits seem to be present among the respondents in that order.

### **Conclusion**

It is learnt from the Factor Analysis that there are three sets of influential traits exist among the sample respondents of the study area. The first set (Factor I) includes 1) Interpersonal skills; 2) Information Seeking and Receiving Feedback; 3) Decision - making Ability; and 4) Perseverance and Hardwork. The traits of this factor exist among the sample respondents of the study area in that order. The first set of influential traits is named as 'Basic Business Skills' factor. The second set (Factor II) includes 1) Positive Self Concept and 2) Need for achievement. The traits of this factor exist among the sample respondents of the study area in that order. This second set of influential traits is named as 'Achievement-Oriented' Factor. The third set (Factor III) includes two traits, namely 1) Planning, Foresight and Problem solving and 2) Leadership and Motivating Ability. These traits present among the respondents in that order. It is named as 'Leadership Skills' factor.

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