Personality Traits, Parenting and Interest Are Precursors To Successful Entrepreneurial Skills

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Abstract
The study is aimed at associating personality traits, interest and parenting to successful entrepreneurship. Review of related literature revealed that personality traits and parenting are central elements of Holland’s E type. Personality traits, interest of youths and parenting are factors to be considered in entrepreneurial success in Nigeria. The descriptive survey research design was adopted for this study. The population for the study is all the youths in 16 local government areas of Ekiti State, between 15 and 19 years. The mean age of the respondents was 15.3 years. The sample consisted of 320 respondents drawn using multistage sampling technique. Data generated were analysed using simple frequencies and percentages. The findings revealed that low neuroticism and agreeableness with high extraversion are personality traits that influence entrepreneurship skills. Authoritative parenting and interest influenced youths in entrepreneurial success.

Keywords: personality traits, interest, authoritative parenting and entrepreneur

INTRODUCTION
Nigeria is a great and populous country with about 138,282,240 in population. The percentage of youths is very high. Yearly, Nigeria is producing graduates with no plan of securing job for them. The future of these youths is not bright in terms of being employed. Employment is very difficult to come by, by the graduates. The world of market in Nigeria is full of unemployment, only 52668284 (2006 report) were being employed. It is high time to look for alternative rather than securing government job. Therefore, this calls for the youths to increase their entrepreneurial skills and entrepreneurial competence. The introduction of entrepreneurial skills for youths will open various avenues for the youths to be self-employed, since the government is not ready to employ the youths. Entrepreneurs are noted for what they do. Usually entrepreneurs’ create new products, process new products, and market the products produced. Literature reveals that generally, the entrepreneurs are individuals who bring about an improvement for the individuals and the society. According to Hisrich (1990) and Gartner (2001), entrepreneurs can be identified in all sorts of professions and not only that, they are active in many different ways. Nevertheless, they seem to have some characteristics in common that have been shown consistently throughout a wide range of studies. According to Chell, Haworth and Brearley (1991) entrepreneurs seem to have a high need for achievement, show creativity and initiative. They are risk takers and self-confident not only that they have an internal locus of control, couple with independence and autonomy. They usually accomplish their tasks with greater energy and commitment. Also Chell et al (1991) emphasized that entrepreneurs are persistent in selling their goals and follow their goals to accomplishment and position conclusion.

Every individual is brought up from the family and parenting exerts a most important influence on development of a child or adolescent. The behaviour of parent dictates how an individual is developed. Baumrind (1991), research on parenting styles cited by Shaffer (2005) on types of parenting. She found that individual parents generally used one of these three parenting styles. Authoritarian parenting is a very restrictive style of parenting in which the parents impose many rules, expect strict obedience and never explain to the child why it is necessary to comply with all these regulations. Such parents often rely on punitive, forceful tactics or measures to gain compliance. The authoritative parenting is usually controlling but with flexible styles in which the parents make many reasonable demands of their children. They are careful to provide rationales for complying with the limits they set and ensure that their children follow those guidelines. Such parenting are more accepting, responsive and exercise control in a rational democratic way that recognizes and respects their children’s perspective. This type of behaviour is the authoritative parenting, which provide avenues for self-efficacy, internal locus of control and self-confidence. According to Stewart (1996), authoritative parenting promotes performance, self-efficacy and a broad scope of interest in general, these variables are found to be higher in entrepreneurs. The permissive parenting is an accepting but lax pattern of parenting in which the parents make relatively few demands, permit their children to freely express their feelings and impulses. From the research,
certain behaviour of parents provide the child with support and rules which alsogrant the child autonomy. In a research conducted by Rodermund (2003) on pathways to successful entrepreneurship. He said that the right personality profile is important for entrepreneurial success. Also, DeFruytfox and Mervielde (1997) emphasized the role played by personality traits and family of origin. Miner (1996, urged that there is an entrepreneurial personality such that certain kinds of people can struggle through to entrepreneurial success. Similarly, Holland (1991), identified six personality types or “themes” that represent characteristics of both the work environment, personality traits and interests of working people. Realistic, Investigative Artistic, social, enterprising and conventional or R.I.A.S.E.C respectively. Holland’s E-type relates to four dimensions in the five factor model of personality. In this study, personality traits are factors to be considered for any body who wants to be successful in any entrepreneur. Personality traits are the enduring and consistent across a variety of situations which is compatible with entrepreneur. Also parenting styles and interest are considered as precursors to entrepreneurial success.

Statement of the Problem
Nigeria is producing graduates every year, and these graduates are not employed into the field of work. Majority of these graduates are roaming about the street and criminal activities are many in the country. The researcher observed that the youths can be self-employed if they are guided and counseled into entrepreneurship market. The youths can be better equipped into the various entrepreneurial businesses available through various testing and inventories. Unemployment of youths has been a problem in Nigeria which needs urgent solution in which this paper is trying to address.

Purpose of Study.
The purpose of this study is to find out if personality traits, parenting styles, and interest are potentially relevant for entrepreneurial success among Nigerian youths. Specifically, the study sought to find out if personality traits, personality styles, interest, age and sex are relevant to successful entrepreneurial business among youths.

Research Questions.
(i) Is there any relationship between personality traits, parenting style, interest and entrepreneurial skills?

Null Hypothesis
(i). There is no significant relationship between personality traits, parenting style, interest and entrepreneurial skills.

METHODOLOGY
Design:- The study adopted the descriptive survey research of correlational approach. The correlational study was used to find out the degree of relationship.

Population:- The target population for the study consisted of students in secondary schools, polytechnic, colleges and university in Ekiti State. Founders of businesses were also a target population.

Sample:- Three hundred and twenty respondents were chosen through multistage and purposive random sampling procedures. The sample comprised of youths in schools and founders of businesses that are not in schools. The mean age of the respondents was 18.7 years with an age range from 15-24 years. The sample was made up of males and females, 34.6 of the respondents were females.

Instrument:- The instrument used for collection of data was the big five personality traits questionnaire, constructed by Ostendorf (1990), which consists of openness (8 items), conscientiousness (10 items), Extraversion and Introversion (9 items), Agreeableness (11 items) and Neuroticism (10 items).

Validity- The instrument was adjudged to be valid because the criteria for the validation of instrument such as face, content and construct validities were ensured by the fact that items of the questionnaire were adopted from the main theorist’s instrument which had being validated.

Reliability- The reliability of the Big Five Personality trait Questionnaire was determined by the use of test-re-test reliability and internal consistency reliability. The reliability coefficients are adequate and not inferior since the correlation between the two tests gave a reliability of 0.78 when correlated by using Pearson’s Product Moment Correlation Formular. The data were collected through administration of the questionnaire to 320 participants. The items on the questionnaire were scored after completion and they were analysed.

RESULTS

Hypothesis
There is no significant relationship between personality traits, parenting style, interest and entrepreneurial skills. In testing this hypothesis, correlation analysis was used to determine the relationship between the pair of variables.

Table 1. Correlation of variables on students.

<table>
<thead>
<tr>
<th>Variables</th>
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<th>5</th>
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<td>Personality</td>
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<td>.38</td>
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<td>.32</td>
<td>.37</td>
<td>.28</td>
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P<0.05 level of significance
In table 1 and 2, the value of the probability indicates significant relationship between each pair of variables. The correlation matrix shows that some of the variables had high correlation coefficients with the entrepreneurial skills. Coefficient significant on P<0.05 level are shown in bold print.

DISCUSSION

The study focused on the relationship that existed between the personality traits, parenting style, interest and entrepreneurial skills. The findings of the study revealed that there are certain factors that are militating entrepreneurial success. Personality traits and parenting styles are of paramount importance for individuals to be successful in any entrepreneurial endeavour. Similarly interest is also a factor for entrepreneurial success. According to literature, personality trait is married to particular work. Costa, McCrae and Holland (1984), Gottfredson, Jones and Holland (1993) emphasized that Hollands E-type relates to four dimensions in the five factors model of personality. Baumrind (1991) said a form of parental behaviour that provides support, rules and granting autonomy is known as authoritative parenting. Entrepreneurial interest was one of the variables for student, while the entrepreneurial interest is positively related to entrepreneurial success. The interest of students on business is deeply rooted in creativity of adolescents and entrepreneurial skilled of adolescents.

This findings support the views of Kent (1990) that entrepreneurial skills in adolescence is beneficial for an early age to start up business.

CONCLUSION

The study throws more light on the importance of personality traits on successful entrepreneurial skills in the field of work. Also according to literature, interest is one of keys to entrepreneurship and vocational choice. Parenting styles encourage or discourage interest; competence and focus of children in chosen careers.

RECOMMENDATIONS

Successful entrepreneurship can only be achieved if a personality trait that matches particular business or vocation is properly selected. Counsellors should provide personality traits model for clients that seek counseling on vocation. Parents should not be authoritarian that imposes rules and expected strict obedience but instead they should be authoritative that allows flexibility, accepting and responsive.

REFERENCE


Shaffer D.R. (2005), Social and personality development (5th edition), Belmont; Wadsworth.