

Self-Efficacy among the Rural Entrepreneurs in Coimbatore District, Tamilnadu

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ABSTRACT

Self-efficacy is the impression of one's own capacity to achieve an objective. Self-adequacy can impact selection of exercises, exertion, perseverance, and accomplishment. Individuals procure data about their self-adequacy for a given action from their genuine exhibitions, vicarious encounters, types of influence, and physiological side effects. This study focuses on the self-efficacy of the rural entrepreneur and the respondents of the study were from Coimbatore District. Now-a-days rural infrastructure has been receiving more attention where Dairy farming and poultry are again slowly growing up in rural areas. The study mainly helps to know about the self-efficacy level of the rural entrepreneurs also it provides basic ideas about the rural entrepreneurs' motivation level and their different qualities based on their work for future researchers. Findings of this study say that the individual's different qualities of self-efficacy that would vary according to the situation, problems and so on. In addition, it describes how individuals develop their social, emotional, cognitive and behavioural capabilities and how to regulate their lives and what motivates them to participate in entrepreneurial and lifelong learning career activities throughout their lifespan.

1. Introduction

Entrepreneurs are a person who exercises initiative by organizing a venture to take benefit of an opportunity and, as the decision maker, decides what, how, and how much of a good or service will be produced. An entrepreneur supplies risk capital as a risk taker, and monitors and controls are the business activities. The entrepreneur is usually a sole proprietor, a partner, or the one who owns the majority of shares in an incorporated venture. According to economist Joseph Alois Schumpeter (1883-950), entrepreneurs are not necessarily motivated by profit, but regard it as a standard for measuring achievement or success. Schumpeter discovered that Entrepreneurs are greatly valued self-reliance, strive for distinction through excellence. They are highly optimistic (otherwise nothing would be undertaken), and always favour challenge of medium risk (neither too easy, nor ruinous).

1.1 Rural Entrepreneurs

Rural entrepreneurship generally has two different meanings, which are as follows. At first it can be simply defined as entrepreneurship, emerging in rural areas is rural entrepreneurship. In other words, rural entrepreneurship refers to the establishment of industrial units in rural areas. Rural industries are generally associated with agriculture. According to the Khadi and village Industries commission "village industry or rural industries means industries located in rural areas whose population does not exceed 10000 or any such figure that provides goods or renders any services with or without the use of power and in which the fixed capital of an artisan or a worker does not exceed a thousand rupees." The government to enlarge its scope has modified the definition of village industry. Therefore, any industry that is located in rural area, village or town having a population of 20000 and below and an investment of Rs. 3 cores are termed as village industry.

1.2 Self - Efficacy

Self-efficacy defined as a personal judgement of "how well one can execute courses of action required to deal with prospective situations. Expectations of self-efficacy determine whether an individual will be able to exhibit coping behaviors and how the long effort will be sustained in the face of obstacles. Individuals who have high self-efficacy will exert sufficient effort that, if well executed, leads to successful outcomes, whereas with low self-efficacy are likely to cease effort early and fail. Self-efficacy affects every area of human endeavor. By determining the beliefs a person holds regarding his or her power to affect situations, it strongly influences both the power. A person actually has to face challenges competently and the choice a person is most likely to make. These effects are particularly apparent, and compelling, with regard to behaviours affecting health.

1.3 Self - Efficacy on Rural Entrepreneurs

Self-efficacy on rural entrepreneurs can be defined as that measuring the level of self-efficacy among entrepreneurs who are located in rural areas. Self-efficacy plays an important role as Rural entrepreneurs are facing many problems such as a financial problem, paucity of funds, lack of infrastructure facilities, risk elements, marketing problems, management problems, etc. To overcome this situation the self-efficacy is very important as it motivates themselves to achieve the target market. Self-efficacy can also make the entrepreneurs to overcome the competitors more effectively and efficiently.

1.4 Objectives of the Study

- To study the level of self-efficacy among the rural entrepreneurs in Namakkal District.
- To analyse the relationship between demographic variables and self-efficacy of the rural entrepreneurs.

1.5 Hypothesis of the study

H0: There is no significant relationship between demographic variables and self-efficacy of the rural entrepreneurs.

H1: There is a significant relationship between demographic variables and self-efficacy of the rural entrepreneurs.

2. Review of literature

- Nancy G. Boyd, George S. Vozikis (2000) made a study on the Influence of Self-Efficacy on the Development of Entrepreneurial Intentions and Actions. Their fundamental reason for existing was to additionally build up Bird's model of pioneering deliberateness by recommending that singular self-viability, which has been characterized as an individual's faith in his or her ability to play out an assignment. At last they found that the connection between self-adequacy and execution (or conduct) has coordinate ramifications for the improvement of enterprising goals and activities.
- Jeffrey E. McGee, Mark Petereon, Stephen L. Muller, Jennifer M. Sequeria (2009) has analysed the Entrepreneurial self-efficacy- Refining the measure. This result gives a more finished understanding of ESE and its capacity to expand certainty of incipient business people over the measurements of a modern venter creation handle system
- Jill Kickul, Saulo Dubard Barbosa, Mark D Griffiths (June 2009) investigated the role of gender and self-efficacy in developing female entrepreneurial interest and behaviour. This paper investigates the connections between gender, enterprising training, and pioneering self-viability of innovative expectations and practices utilizing the information from various example bunches in three unique phases of instruction and vocation improvement. The outcomes show huge gender contrasts among males and females as far as self-viability and enthusiasm for the enterprise.
- Rachna Kumar, Cevahir Uz Kurt (2010) identified the effects of self-efficacy on innovativeness and the moderating impact of cultural dimensions. The motivation behind this investigation is to comprehend the impact of self-adequacy on the creativity of

experts in a social setting. This exploration has given imperative experiences into measurements, which could be used to raise customer imaginativeness. Self-adequacy of people and a high independence in the national culture are attractive attributes deserving of being sustained and respected.

- Agnieszka Kurozewska, Jacek Bialek (2014) has made an examination to explore whether the interchange between enterprising intentions and self-viability relies upon gender orientation. This investigation presumed that the dimension of pioneering expectation is gender orientation ward and men present higher aim towards endeavor creation than women do. This additionally says self-adequacy is certifiably not a main consideration that molding pioneering aim. The explanation behind lower intension among ladies isn't essentially associated with their self-viability.
- Vivian Isaac, Lucie Walters, Craig Smelachlan (2017) created a comparative study on the association between self-efficacy, career interest and rural career interest in Australian medical students with rural clinical faculty expertise and they analyzed Medical students (RCS) placement and factors related to self-efficacy.

3. Research Methodology

The research design used in this study is Descriptive research. Both primary and secondary data used for the study. Primary data have been collected using a structured questionnaire with 28 questions and secondary data have been obtained from magazines, articles and websites. The sampling technique used for the study is convenience sampling. The researcher on a convenience basis selected 60 respondents for the study and the questionnaire was administrated to these people. The sample size is 60 for this study. The statistical tool used to analyse the data are,

- Percentage Analysis
- Descriptive analysis
- Anova Test

The descriptive statistical methods like Mean, Standard Deviation used in the study, which was analysed using SPSS software version 16.0

4. Analysis and Interpretation

TABLE: 3.1.1
SELF-EFFICACY ON RURAL ENTREPRENEURS

PARTICULARS	No Of Respondents	Minimum	Maximum	Mean	Standard Deviation
I can always manage to solve difficult problems if I try hard enough.	60	1	5	4.17	1.167
If someone opposes me, I can find the means and ways to get What I want	60	1	5	3.80	.988
It is easy for me to stick to my aims and accomplish my goals	60	1	5	3.97	.974
I am confident that I could deal efficiently with unexpected events.	60	1	5	3.67	1.084
Thanks to my resourcefulness, I know how to handle unforeseen situations	60	1	5	3.80	1.162
I can solve most problems if I invest the necessary effort.	60	1	5	3.65	1.233

I can remain calm when facing difficulties because I can rely on my coping abilities	60	1	5	3.57	1.212
When I am confronted with a problem, I can usually think of a solution.	60	1	5	3.60	1.380
If I am in trouble, I can usually think of a solution.	60	1	5	3.75	1.216

Interpretation:The above table shows the self-efficacy of rural entrepreneurs, the mean value of (4.17) implies that they can always manage to solve difficult problems if they try hard enough. The mean value of (3.97) implies that it is easy for them to stick to the aims and accomplish their goals. The mean

value of (3.80) implies that if someone opposes them, they can find the means and ways to get what they want, the mean value of (3.80) implies that they are thankful to their resourcefulness and they know how to handle unforeseen situations.

ANOVA TEST

TABLE: 3.1.2
RELATIONSHIP BETWEEN AGE AND SELF- EFFICACY ONRURAL ENTREPRENEUR

ANOVA						
		Sum of Squares	Def	Mean Square	F	Sig.
I can always manage to solve difficult problems if I try hard enough.	Between Groups	10.908	3	3.636	2.933	.041
	Within Groups	69.426	56	1.240		
	Total	80.333	59			
If someone opposes me, I can find the means and ways to get What I want.	Between Groups	1.809	3	.603	.605	.614
	Within Groups	55.791	56	.996		
	Total	57.600	59			
It is easy for me to stick to my aims and accomplish my goals.	Between Groups	.620	3	.207	.209	.890
	Within Groups	55.313	56	.988		
	Total	55.933	59			
I am confident that I could deal efficiently with unexpected events.	Between Groups	5.232	3	1.744	1.524	.218
	Within Groups	64.102	56	1.145		
	Total	69.333	59			
Thanks to my resourcefulness, I know to handle unforeseen situations.	Between Groups	3.370	3	1.123	.825	.485
	Within Groups	76.230	56	1.361		
	Total	79.600	59			
I can solve most problems if I invest the necessary effort.	Between Groups	8.798	3	2.933	2.031	.120
	Within Groups	80.852	56	1.444		
	Total	89.650	59			

Interpretation:In the above row (a) the f value is 2.933 and the significance value is 0.041 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected. In the above row (b) the f value is 0.605 and the significance value is 0.614 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected. In the above row (c) the f

value is 0.209 and the significance value is 0.890 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected. In the above row (d) the f value is 1.524 and the significance value is 0.218 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected.

TABLE: 3.1.3
RELATIONSHIP BETWEEN MARITAL STATUS AND SELF- EFFICACY ON RURAL ENTREPRENEUR

ANOVA						
		Sum of Squares	Def	Mean Square	F	Sig.
I can always manage to solve difficult problems if I try hard enough.	Between Groups	2.500	1	2.500	1.863	.178
	Within Groups	77.833	58	1.342		
	Total	80.333	59			
If someone opposes	Between Groups	.544	1	.544	.553	.460

me, I can find the means and ways to get What I want.	Within Groups	57.056	58	.984		
	Total	57.600	59			
It is easy for me to stick to my aims and accomplish my goals.	Between Groups	2.669	1	2.669	2.907	.094
	Within Groups	53.264	58	.918		
	Total	55.933	59			
I am confident that I could deal efficiently with unexpected events.	Between Groups	2.500	1	2.500	2.170	.146
	Within Groups	66.833	58	1.152		
	Total	69.333	59			
Thanks to my resourcefulness, I know how to handle unforeseen situations.	Between Groups	.044	1	.044	.032	.858
	Within Groups	79.556	58	1.372		
	Total	79.600	59			
I can solve most problem if I invest the necessary effort.	Between Groups	4.011	1	4.011	2.717	.105
	Within Groups	85.639	58	1.477		
	Total	89.650	59			

Significant @ 5% level

Interpretation: In the above row (a) the f value is 1.863 and the significance value is 0.178 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected. In the above row (b) the f value is 0.553 and the significance value is 0.460 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected. In the above row (c) the f value is 0.209 and the significance value is 0.890 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected. In the above row (d) the f value is 2.907 and the significance value is 0.094 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected. In the above row (e) the f value is 0.032 and the significance value is 0.858 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected. In the above row (f) the f value is 2.717 and the significance value is 0.105 it is more than the accepted value of 0.005, so null hypothesis is accepted and the alternate hypothesis is rejected.

4.1 Findings of the study

- The Majority of the respondents are in the age group of between 26-35 years and they studied up to UG level. More than 65% of the respondents are first generation entrepreneurs at the same time they are managing partnership concerns. Most of the respondents are collecting business related ideas and information from their friends.
- From the descriptive analysis, it is to be concluded that rural entrepreneur's self-efficacy is very high to manage and solving difficult problems. However, at the same lowest mean value states that they could

be calm when facing difficult problems. The highest mean value of (4.18) implies that rural entrepreneurs can usually handle whatever comes their way and the lowest mean value is (3.28) implies that they believe, difficult tasks and situations are beyond their capacities.

- The Anova test result shows that there is no significant relationship between the age, marital status and the self-efficacy of the rural entrepreneur.

4.2 Suggestions

- The rural entrepreneurs should believe that they could handle difficult tasks and situations.
- The rural entrepreneurs should train his/her mind to face the unexpected situations efficiently.
- They can have a chance on investing in agricultural field for getting for more profit.
- The entrepreneurs should be aware for getting Government subsidies for their business and they may get their Business information from other sources too, to improve their business.

4.3 Conclusion

This study tells that rural entrepreneurs possess high self efficacy and they are ready to face their business problems in a positive way. Self-efficacy can greatly influence how people feel, think, behave and motivate themselves. People who have a heightened sense of self-efficacy see challenging problems as tasks to be mastered, rather than threats to be avoided. These rural entrepreneurs develop greater intrinsic interest and focus on their abilities, set challenging goals and demonstrate a stronger sense of commitment to them. Quickly recover their self-efficacy following setbacks and disappointments.

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