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## *Entrepreneurship Associated with Psychological and Demographic Characteristics in the Food Industry*

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*Abstract: Entrepreneurship is one of the significant factors determining the level of community development. The number of entrepreneurs in a country that are growing on the basis of economic indicators and internationalization will create added value in national income as well as personal income. For some time past in our country the hard work of KOSGEB and YOK on university students has begun to give positive results and increased level of enthusiasm and courage in establishing self-employment could have been ensured. However, the business world emphasizes the genetic characteristics of entrepreneurship rather than education. In our study we have the aim to reveal whether there is a relationship between entrepreneurship characteristics and demographic characteristics. For this purpose, detailed interviews have been held face to face with 186 tradesmen operating in the food sector in Ankara. The results of the research have shown that the factors such as the presence of an entrepreneur in the family, being single and young and desire for higher income expectance have revealed statistically significant results in taking risk for entrepreneurship.*

*Keywords: Entrepreneur, Entrepreneurship, Perception of Entrepreneurship, Demographic Characteristics, Food Sector.*

### I. INTRODUCTION

In the classical sense, the entrepreneur was defined as a person who set up his own business, brought together various production factors and took risk, aiming to make the production process and consequently to get profit. Today, however, entrepreneurship is perceived as a way to reach superior situations that can be covered using higher level creativity. At the same time entrepreneurship is; to sense the opportunities created by the universe we live in, to produce dreams from those intuitions, to transform dreams into projects, to carry out projects, and to make people's lives easier by producing wealth. In addition, an entrepreneur should constantly pursue more rational and productive innovations in order to achieve superiority over his competitors while performing and managing an economic activity and as a result (Aslan, 2002:2);

- Providing rationality in production and commercial relations,
- New forms of organization and application of new technologies,
- Developing new products and driving them to the market,
- Going to new markets and
- It is the person who can bear the difficult strikes like initiating the big capital.

The factors determining entrepreneurship are examined under three approaches. These approaches are; Individual, environmental and firm approaches. Individual approach; explains the demographic and psychological characteristics of the individual. While demographic characteristics explain the entrepreneurship according to age, gender, educational status, marital

status, entrepreneurship in the family and income level of the family and according to Koh (1996), the second factor which is effective in determining entrepreneurship is psychological factors (Korkmaz, 2012: 212-213);

Need for success: Need for success; leads people to entrepreneurship, leads to undertaking controlled risks, improves problem solving skills and contributes to the determination of objectives.

Focus of control: This theory has been examined in two ways, internal and external control. While those who possess the internal control focus may influence the outcomes of their events with their talents, skills and efforts, those who have an external control point argue that external events such as chance and fortune can determine the outcome of events rather than their own.

Risk Taking Tendency: Entrepreneurs tend to take more risks compared to other people. According to the generally accepted definition for entrepreneurs, risk is regarded as a prerequisite for the entrepreneur.

Tolerance to Uncertainty: According to Schere (1982), it expresses the ability to react positively to uncertain situations. Because entrepreneurs need to succeed, they tolerate uncertainty and are engaged in business.

Self Confidence: A successful entrepreneur must be self-confident to be able to carry out an aim that he has set. Entrepreneurs' confidence in themselves increases with their interest and expertise.

Innovation: Schumpeter (1934) describes an entrepreneur as an innovative person. Innovation is the foundation of entrepreneurship.

Among the factors that motivate entrepreneurs to start a business; there are pulling factors such as request for independence, desire to prove himself and desire of self-expression, desire to own self business, desire to earn money and live in prosperity, desire for recognition and desire to gain reputation, desire to stay away from stress. At the same time, there are many factors that hinder entrepreneurship, these can be named as; the difficulties in finding the capital for the enterprise, the reality of cost of enterprise capital to be high, the risks that the business environment generally holds, the legal constraints, the lack of entrepreneurship education, the fact that image of entrepreneurship not being fully and completely perceived, the personal qualities that hinder entrepreneurship, the problems and limitations in the human resources (Korkmaz, 2012:213);

According to Hisrich and Peters, there is a close relationship between entrepreneurship success and personal characteristics of entrepreneurs. Personal attributes of successful entrepreneurs (Yılmaz and Sünbül, 2009:197);

- Creative thinking skills
- High level of desire to work
- Courage, passion and determination
- The ability to establish a high level of relationship with people,
- The ability to express himself / herself in written and oral form,
- Love to work and business motivation,
- A rich subconscious and imaginative power,
- The tendency to team and team work,
- Having a personal vision and mission,
- To be open and willing to change and transformation,
- Flexible tolerance,

- Sincere, trustworthy, sympathetic and humorous personality,
- High ability to convince and persuade people,
- Management skill and leadership ability,
- Completion of work ability and enthusiasm,
- The habit of catching opportunities and long-sightedness

## II. AN APPLICATION FORM DETERMINING ENTREPRENEURSHIP

### A. Scope of Research and Data Collection Method

This study was conducted on 186 operators operating in the food sector in Ankara, the majority of which are located in GIMAT (Ankara Development of Food and Supply Material Wholesalers). It has been observed that some of the entrepreneurs participating in the research have already received entrepreneurship training. The data were obtained through questionnaires and some questions were added to get more detailed demographics. The questionnaire evaluates the demographic characteristics in the first part and the psychological characteristics in the second part. Psychological characteristics are; the need for success, the focus of control, the tendency to take risks, tolerance to uncertainty, innovation and self-confidence. A Likert scale of 5 was used in the questionnaire.

### B. Findings of the Research

#### i. Findings Related to Demographic Characteristics

When we look at the table below, we have been reached 30,11% under 30 years old, 49,46% in 31-40 years age group and 20,43% over 41 years old entrepreneurs. Taking in consideration that university graduation in average 25-26 years and 1.5 years of military service for men and on the other hand, considering the family pressure for the KPSS examinations, the result of 30.11% for the age of 30 years and under indicates a positive evaluation for entrepreneurship. Approximately 50% of the 31-40 age range indicates a tendency towards young entrepreneurs in terms of providing the necessary capital accumulation and gaining experience in the sector.

TABLE I: AGE CLASSES

Control Variable	N	Groups	Frequency	Percentage
Age	186	<30	56	%30,11
		31-40	92	%49,46
		>=41	38	%20,43

When considered in terms of gender, it is seen that most of the entrepreneurs in the food sector are male entrepreneurs. Entrepreneurs in the industry have stated that the food industry is a heavy business, women are generally employed in jobs such as secretarial or accounting, and actively working females are involved in business life because they get workhouse from their family. Moreover, the surplus of entrepreneurs who think that this sector is a male oriented business can be shown as a reason why female entrepreneurs can not take place in the sector.

TABLE II: GENDER CLASSES

Control Variable	N	Groups	Frequency	Percentage
Gender	186	Male	182	%97,85
		Female	4	%2,15

Entrepreneurs operating in Gimat and Hal (market place) regions claim that food wholesaling is a single man job due to the difficulty of work. Because the working hours that start at very early hours in the morning are running until the evening hours and the intensity of the work varies considerably from the intensity of the work. Up until around 14:00, sales are

intensively progressing, while advancing hours are changing towards collections and other administrative and maintenance jobs. The low level of education of other personnel rather than the entrepreneurs in the sector makes working conditions even more difficult. Despite the entrepreneurs' thoughts on marriage and current working conditions, married entrepreneurs are about 69%, and the majority being those older than 31 years.

TABLE III: MARITAL STATUS CLASSES

Control Variable	N	Groups	Frequency	Percentage
Marital Status	186	Married	128	%68,82
		Single	58	%31,18

According to table 3, almost 49% of entrepreneurs participating in the survey are high school graduates. The majority of primary school graduates are entrepreneurs aged 40 years and over, often transferring their jobs from their family. A significant part of the enterprises operating in the GİMAT region are well-established enterprises and positive financial cycles such as the vitalization of the sector and generally short-term sales are the outcome of the continuity of existing businesses. Competitive competition makes entry of new entrepreneurs into this region difficult. Because of this, market knowledge is gained with much experience rather than from education, so young entrepreneurs in this region already think that continuous work does not require higher education. However, the number of entrepreneurs who graduated from universities is constantly increasing.

TABLE IV: EDUCATION CLASSES

Control Variable	N	Groups	Frequency	Percentage
Education	186	Primary	54	%29,03
		Highschool	91	%48,93
		University	41	%22,04

According to table 4, This factor has been excluded from the appraisal because accurate data can not be obtained regarding the income situation. However, there is a significant positive difference between income from food wholesale and income from entrepreneurs operating in other sectors. Entrepreneurs operating in this sector where commercial activities are provided in advance or with short term credits and cyclical editing are also involved with other fields.

In examining the existence of the entrepreneur in the family, the 82% rate shows that many entrepreneurs have laid the groundwork for courage or leadership from their family. On the other hand research among university students, shows that young people are looking at the future more negatively and revealing their concerns about earning income, while their first choice in the professional sector is government. This rate is much higher for students whose father is a public servant.

TABLE V: THE PRESENCE of THE ENTREPRENEUR

Control Variable	N	Groups	Frequency	Percentage
The presence of the entrepreneur	186	Yes	153	%82,26
		No	33	%17,74

### *i.i. Findings Related to Entrepreneurial Features*

According to table 5, factors related to entrepreneurship characteristics were derived from Koh's survey. Accordingly, the following factors were analyzed in terms of significance between demographic characteristics. And defined as  $0 < r \leq 0.5$  Weak,  $0.5 < r \leq 0.9$  Average and  $0.9 < r \leq 1$  strong.

Taking Risk
Tolerance to Uncertainty
Innovation
Creativity
Success Needs
Internal Control
Relationship with Human
Independence

Each factor was analyzed as follows.

TABLE VI: AGE/TAKING RISK

Variable	Number of Persons	Standard Error	Average t	Degree of Freedom	Significance
Age	56	0,245	2.6	149	0,894
Taking Risk	92	0,286			
	38	0,262			

The factors with significance medium and above medium are as follows (The study was similar to Table 6 for each factor);

Age Factor:

A correlation of 0.79 was found between age and risk taking. Younger ages tend to be more prone to risk. There was a correlation of 0.663 between age and human relationship. It can be said that older people are more successful in human relations. There is a relationship of 0,681 between age and independence. Younger ages are the ages at which resource insufficiency is most intense while they want to move more independently. Finally, there is a moderate relationship between age and creativity of 0,589.

Gender Factor:

Although there is no significant relationship between gender and entrepreneurship characteristics, the 0.598 score between gender and independence shows that male entrepreneurs are more stable towards being independent.

Marital Status:

There were no significant associations between marital status and entrepreneurship characteristics and it was realized with risk score of 0,429 in this group. There was not a strong relationship between risk taking and gender with a score of 0.429, but it was higher in males.

Education:

The correlation between education and innovation was 0,625, between education and creativity was 0,642, between education and internal control was 0,723, and between education and achievement was 0,715. Other relationships are below the 0.5 score. In this case, a moderate relationship between education and innovation, creativity, intrinsic control and achievement needs may have been identified in the food wholesaling sector.

### III. CONCLUSION

It is known that entrepreneurship is deeply related to the cultural structure of the society in which the entrepreneur lives, despite the thoughts that are inherently related to a number of personal qualities that exist in people. This relationship constitutes a whole with demographic factors. In the study, the characteristics of entrepreneurs based on their demographic factors have been emphasized through the characteristics that entrepreneurs should possess. In this way, it will be possible to identify the personality traits of entrepreneurs who have succeeded in economic life and to train entrepreneurs within these characteristics.

Whenever the answers given to the questions under eight different factors in the questionnaire have been examined, it has been found out that young people are more encouraged to take a risk of entrepreneurship because of their general tendency to take risks. Despite the absence of a strong relationship between entrepreneurship and gender, male entrepreneurs are found to be outnumbered and their motivation level for independence is higher. Despite the absence of a medium or strong level of relationship between marital status and entrepreneurship, it has been seen that being married has increased the courage for entrepreneurship. Finally, it has been determined that the education factor is the cause of the relationship in between innovation, creativity, internal control and achievement.

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