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**A COMPARATIVE ANALYSIS OF PSYCHOGRAPHICS OF MALE AND FEMALE
ENTREPRENEURS IN URBAN INFORMAL SECTOR OF NORTH WEST FRONTIER
PROVINCE**

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INTRODUCTION

In this age of globalization, micro enterprises are acknowledged as major engine of growth and job creation. In addition, entrepreneurship is no longer a male phenomenon. This new phenomenon is envisaging a change in entrepreneurial culture. Consequently globalization and new technologies will improve business arena only if the impediments faced by female entrepreneurs could be routed out. Women entrepreneurs make new contributions to business, due to their very particular psychology. Hence research about female entrepreneur will not only provide new incentive to economy but will also contribute towards social development. This article reviews the difference between the psychographics of the male and female entrepreneur in comparatively socially strict economy of NWFP for female entrepreneurs. However women in urban NWFP have been starting their own businesses in large numbers in the last decade for a number of causes: improved educational standards, skill acquisition opportunities, frustration at hitting the "glass ceiling," dissatisfaction with slow career advancement and less job opportunities both in public and private sector.

Du Rietz and Henrekson (2000) have studied gender extensively in relation to organizational characteristics as well as business performance on traditional measures, such as sales, number of employees, and net earnings. They consider "Micro enterprises" run by female entrepreneurs flaunt more meek levels of performance than those hold by men. Buttner (2001) reported that the management styles of female

entrepreneurs was best described using rational dimensions such as mutual empowering, collaboration, sharing of information, empathy and nurturing. Significantly, these dimensions, which have also been associated with women in different professional occupations, were deemed to be associated with firm performance, particularly with regard to employee's retention. Minniti (2004) have highlighted the fact that females have a propensity to perceive their financial skills as being inferior to those of male entrepreneurs, but at the same time, believed them to have superior interpersonal skills. Foo. W. and Lang (2006) described that Risk-taking propensity seems to be characteristic of men entrepreneurs more than women entrepreneurs.

Yasmeen (2006) has used the following econometric model based on specified demographic characteristics of micro entrepreneurs to determine value addition in the urban informal sector micro enterprises.

$$VAT = f(CIT, TIT, SL, UL, ED, EX, TR, SJN, SST, SOT, SCT, PST, POT, e) \quad (1)$$

In this model, VAT stands for value-addition (defined as the difference between total sales and total purchases) and is assumed to be determined by capital investment (CIT), total investment (TIT), skilled (SL) and unskilled (UL) labor, years of education (ED) and experience (EX), total sales to micro enterprises (SST) and other businesses (SOT) and total purchases from micro-enterprises (PST) and other businesses (POT). All remaining explanatory variables are dummies, like TR = 1 if trained, 0 otherwise; and SJN =1 if joint venture, 0 otherwise. The variable 'e' is the econometrics error term assumed to be normally distributed with mean zero and variance σ^2 . In spite of huge literature available on the importance, role and characteristics of both entrepreneurs as well as micro enterprises there is still high need of analytic and quantitative research, which helps one, understands how micro enterprises actually work and what model of these micro enterprises would successfully survive and contribute if replicated in other areas.

The present study is the replication of the above-mentioned research with the aim to determine the gender wise variation in the personality of entrepreneurs effecting value addition in urban informal micro enterprises. The basic philosophy underlying the concept of psychographics and value addition is the capability of entrepreneurs on the basis of internal strength and resilience, which help them surmount enterprise failure and low value addition.

MATERIALS & METHODS

The sample of 100 entrepreneurs (50 male & 50 female) was randomly selected from urban informal sector of NWFP in last quarter of 2008. For the purpose of this study snowball sampling technique is used. Age of the entrepreneurs ranged from 35 to 69 years with standard deviation (SD=11.4). Education ranged from

middle to masters. The median income was Rs.20, 000 (range from Rs. 15,000 to Rs. 1, 00,000). All subjects volunteered to participate in the research. Self-constructed questionnaire was designed to get the demographic and psychographic data. A standardized test known as Sixteen Personality Factor (16PF), which was developed by Dr.Cattle (1993), was used as the main tool to collect the required data¹. The resultant scores of the test were then put to statistical treatment by using t- test, ANOVA and correlation.

DISCUSSION

The main findings of the research are as under

TABLE#1: MALE AND FEMALE ENTREPRENEURS ON 16PF SCALE.

	Male M	SD	Female M	SD	t	p
Reserved vs outgoing	19.7	6.14	19.6	7.12	0.90	m.s
Less intelligent vs More intelligent	9.88	2.12	9.10	2.55	1.65	m.s
Emotionally less stable vs Emotionally stable	26.58	10.38	23.64	9.08	1.50	m.s
Humble vs Assertive	21.00	13	21.18	9.05	-.099	m.s
Sober vs Enthusiastic	12.72	3.68	11.78	3.51	1.30	m.s
Expedient vs Conscientious	17.48	5.28	18.72	5.35	-1.16	m.s
Shy vs Socially bold	21.16	7.75	17.08	4.02	3.30	.05
Realistic vs Sensitive	14.36	4.46	17.64	8.29	-2.46	.05
Trusting vs Hard to fool	11.32	5.30	11.56	4.85	-.236	m.s
Practical vs Imaginative	10.06	3.44	11.50	3.37	-2.11	m.s
Socially clumsy vs Socially aware	16.54	6.86	15.88	7.04	.475	m.s
Self-assured vs Apprehensive	9.16	3.34	11.80	3.23	-4.01	m.s
Conservative vs Liberal	12.68	5.91	13.70	5.98	-.857	m.s
Group dependent vs Self-sufficient	15.68	6.01	16.62	6.47	-.752	m.s
Undisciplined vs Controlled	19.16	7.27	19.36	7.50	-.135	m.s
Relaxed vs Tense	18.90	8.39	20.52	8.14	-.980	m.s

1. Psychometrically, the 16PF continues to be leader among published personality tests. Its reliability and validity have been amply, demonstrated in numerous studies that are documented elsewhere (Conn and Rieke, 1994).

Table above reveals that Male entrepreneurs in urban informal sector are more socially bold as compared to females with threat sensitivity ($t = 3.3$; $p > 0.05$). Female showed more realistic approach towards entrepreneurial life as compared to men ($t = -2.4$; $p > 0.05$). The table compares the scores of male entrepreneurs and female entrepreneurs on Sixteen Personality Factors. The data reflects that the male entrepreneurs showed high emotional stability with the Mean 34.18 and standard deviation 4.05. One of the plausible reasons for emotional stability is the fact that male entrepreneurs experience more stress know the art to deal with the stressful situations rather than get discouraged by setback or failure which can put them to the failure in their business. Female entrepreneurs on the other appeared to be less emotionally stable i-e ($M = 16.04$, $SD = 3.21$). Statistically significant differences were found among male and female entrepreneurs on factor of emotional stability. ($t = 24.75$; $p > 0.05$).

Annexure table # 1 showed the correlation matrix. The table reveals that gender and the practical thinking approach towards the life were positively correlated ($r = .28$; $P > 0.01$). Females appeared to be more self-assured and tensed than male ($r = -.39$; $p > 0.01$) and ($r = -.26$; $p > 0.01$) respectively.

Almost all of the sub scores of Sixteen Personality Factor (16PF) significantly correlated with each other, which further indicated the interdependency of the factors.

Table no.2 reveals that the birth order showed a strong relation with the personality characteristics. Last born significantly correlated with traits as expediency, practicality ($r = 0.3$; $p > 0.01$) and ($r = 0.2$; $p > 0.01$) respectively. The age significantly correlated with personality. Early adults appeared more reserved ($r = 0.2$; $p > 0.01$) emotionally less stable ($r = 0.2$; $p > 0.01$), humble ($r = 0.3$; $p > 0.01$), expedient ($r = 0.3$; $p > 0.01$), trusting ($r = 0.4$; $p > 0.01$), social clumsy ($r = 0.27$; $p > 0.01$), group depended ($r = 0.3$; $p > 0.01$), undisciplined ($r = 0.3$; $p > 0.01$) and relaxed ($r = 0.28$; $p > 0.01$)

CONCLUSION

The research conducted showed that female in their entrepreneurial skills do not stand behind male entrepreneurs rather female entrepreneurs appeared to be more self-assured, better business managers. Hence if given conducive business environment can play vital role in the uplift of national economy.

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ANNEXURE

TABLE#1: REPRESENTING THE CORRELATIONS WITH FAMILY TYPE, BIRTH ORDER, AGE, EDUCATION.

	Family type	Birth order	Age	Education	A	B	C	E	F	G	H	I	L	M	N	O	Q1	Q2	Q3	Q4
Family type	1	-.121	.218*	-.081	-.089	.038	-.085	-.104	.045	-.155	-.010	.050	-.218*	.264**	-.061	.046	-.091	-.022	-.097	-.175
Birth order	-	1	-.030	-.085	.156	.032	.137	.161	.034	.315**	.157	-.082	.123	.258**	.153	.159	.145	.187	.117	.170
Age	-	-	1	-.085	.259**	.034	.297**	.304**	.180	.311**	.150	.304**	.475**	-.010	.277**	-.083	.078	.336**	.309**	.284**
Education	-	-	-	1	.295**	.021	.416**	.384**	.055	.350**	-.218*	.285**	-.200*	.113	.398**	.092	.286**	.432**	.393**	.352**
A	-	-	-	-	1	.185	.712**	.792**	.022	.710**	.476**	.633**	.432**	-.083	.694**	-.174	.644**	.726**	.710**	.653**
B	-	-	-	-	-	1	-.124	-.058	.109	-.125	-.104	-.011	.109	-.087	-.108	.110	-.173	-.169	-.050	-.113
C	-	-	-	-	-	-	1	.869**	.046	.691**	.581**	.774**	.549**	-.171	.840**	.307**	.678**	.848**	.776**	.820**
E	-	-	-	-	-	-	-	1	.017	.796**	.546**	.755**	.570**	-.087	.835**	-.250*	.722**	.879**	.794**	.847**
F	-	-	-	-	-	-	-	-	1	-.051	-.089	-.059	.224*	-.018	-.080	.136	-.009	.053	-.084	.033
G	-	-	-	-	-	-	-	-	-	1	.507**	.527**	.494**	.004	.708**	-.139	.573**	.729**	.697**	.670**
H	-	-	-	-	-	-	-	-	-	-	1	.338**	.254*	-.020	.529**	.360**	.374**	.425**	.431**	.418**
I	-	-	-	-	-	-	-	-	-	-	-	1	.494**	.222*	.740**	.257**	.631**	.695**	.693**	.690**
L	-	-	-	-	-	-	-	-	-	-	-	-	1	.144	.460**	.022	.347**	.488**	.506**	.548**
M	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-.195	.240*	-.089	-.134	-.166	-.103
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	.267**	.691**	.831**	.798**	.747**
O	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-.086	-.213*	-.231*	-.101
Q1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	.706**	.703**	.594**
Q2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	.782**	.795**

TABLE 2: RELATIONSHIP OF SIXTEEN PERSONALITY FACTORS WITH OCCUPATION

Sixteen Personality Factor	F
Reserved vs outgoing	172.45
Less intelligent vs More intelligent	2.46
Emotionally less stable vs Emotionally stable	612.9
Humble vs Assertive	896.8
Sober vs Enthusiastic	0.001
Expedient vs Conscientious	182.59
Shy vs Socially bold	13.65
Realistic vs Sensitive	3.25
Trusting vs Hard to fool	41.24
Practical vs Imaginative	1.93
Socially clumsy vs Socially aware	382.77
Self-assured vs Apprehensive	5.65
Conservative vs Liberal	118.17
Group dependent vs Self-sufficient	199.49
Undisciplined vs Controlled	249.60
Relaxed vs Tense	285.89

TABLE 3: RELATIONSHIP OF SIXTEEN PERSONALITY FACTOR WITH GENDER

Sixteen Personality Factor	F
Reserved vs outgoing	.008
Less intelligent vs More intelligent	2.75
Emotionally less stable vs Emotionally stable	2.27
Humble vs Assertive	6.06
Sober vs Enthusiastic	.010
Expedient vs Conscientious	1.70
Shy vs Socially bold	1.35
Realistic vs Sensitive	10.90
Trusting vs Hard to fool	.056
Practical vs Imaginative	4.45
Socially clumsy vs Socially aware	.225
Self-assured vs Apprehensive	16.128
Conservative vs Liberal	.735
Group dependent vs Self-sufficient	.566
Undisciplined vs Controlled	.018
Relaxed vs Tense	.960