

THE ROLE OF GENDER ON ENTREPRENEURIAL INTENTION IN MANADO BASED ON THEORY OF PLANNED BEHAVIOR

by:

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ABSTRACT

Entrepreneurship has become popular since a very long time ago many people with a creative way of thinking start to move from being an employee to start their own business. Those who want to be financially independent will think that the best way to get what they want is to become an entrepreneur. The objectives of this research are to analyze the significant difference in Entrepreneurial Intention based on Personal Attitude, Subjective Norms, and Perceived Behavioral Control between male and female in Manado. The independent-samples t-test evaluates the difference between the means of two independent or unrelated groups. With an independent-samples t-test, each case must have scores on two variables. The grouping variable divides cases into two mutually exclusive groups or categories, such as male or female for the grouping variable gender, while the test variable describes each case on some quantitative dimension such as test performance. The population is all people with sampel of research is 100 respondents in Manado. The conclusions are there a significant difference in entrepreneurial difference based on personal attitude, subjective norms, and perceived behavioral control. Based on the results of the study, male is the more dominant to personal attitude, subjective norms, and perceived behavioral control. Then the government can push through entrepreneurial intention for female support for women empowerment, women entrepreneurship club, etc.

Keywords: *entrepreneurial intention, planned behaviour*

INTRODUCTION

Research Background

Entrepreneurship has become popular since a very long time ago many people with a creative way of thinking start to move from being an employee to start their own business. Those who want to be financially independent will think that the best way to get what they want is to become an entrepreneur. Look at the situation and condition of Manado, entrepreneurship is more interested to many people based on ability of the individual to assess opportunity business, gather the resources necessary to take an appropriate action in order to achieve success. The role of individuals in entrepreneurship is increasingly volatile, when viewed Manado is a great place to conduct direct marketing because many of the migrants who were buying and selling in Manado. As a head of household, male has a big responsibility towards the family, but the female also has desire to work in the family finance. So each individual has a responsibility, then i want to see how much male and female roles in the decision to entrepreneurship.

The people who take this way are completely gain success, compare to being an employee it is rather fast to gain success by being an entrepreneur. To be an entrepreneur people have to be brave in taking a risk, able to recognize the SWOT and turn it to success. Entrepreneurs also has a lot of benefit for economy of their country since they will create a new job opportunity which is will reduce the number of unemployment of the country and increase the prosperous of the people as well, even Singh (2001) says that the entrepreneurs are the tool for the nation's economic growth, the key persons of the country in promoting economic growth and the development of entrepreneurship is directly related to the development of socio-economic development in any

society. It is widely popular among people around the world that entrepreneurship is important and could give so many contribution for nation, but apparently there still less of attention give to increase the intention for become an entrepreneur especially in some development countries, the education about entrepreneurship can be said rare, this thing also impact the intention of people to become an entrepreneur since they do not know more about what entrepreneurship is they do not want to give much attention to it.

Some research proven that education also has impact on someone's intention to become an entrepreneur. If entrepreneurship being introduced to the people since they in school or college they will become familiar and more importantly aware and concern of what entrepreneur could give for the wealth of nations and people inside. Some research has been conducted in the past few years about the impact of gender in intention of becoming an entrepreneur. Gupta et al. (2009) that the intention of become an entrepreneur is more likely determined by an individual's gender perception of self and value. In many aspects of work, woman always have a less role than man. This probably because men have a leader image on them while woman might not always have it.

Williams and Best (1982), femininity (refers to woman) is an affective concern to the welfare of others and the harmony of the group expressive behaviours and attitudes that are stereotyped as feminine include submissiveness, dependence, deference, cooperation, caring and nurturing (Williams & Best, 1982). By seeing the descriptions of woman attitude in previous sentence, can be said that woman are more suit to be an employee or work with someone not to be self-employment. Even if woman can be an entrepreneur and own their own business or company the number cannot be compared to men who own their own business or company.

Research Objectives

The objectives of this research are to analyze the difference in Entrepreneurial Intention based on :

1. Personal Attitude between male and female in Manado
2. Subjective Norms between male and female in Manado
3. Perceived Behavioral Control between male and female in Manado

THEORETICAL FRAMEWORK

Entrepreneurship

Schaper et al. (2011:5), entrepreneurship is the process, brought about by individuals, of identifying new entrepreneurial opportunities and converting them into marketable products or services". In other words, entrepreneurship is the process by individual to created new career opportunities through by created new product and service to get higher income. Entrepreneur is one who brings resources, labour, materials, and other assets into combinations that make their value greater than before, and also one who introduces changes, innovations, and a new order" (Hisrich and Peters, 2002:10). Further, Schaper et al. (2011) stated that the entrepreneur is the cornerstone of the entrepreneurial process, an entrepreneur perceives an opportunity, determine the resources to pursue this opportunity and build an organisation that combines the resources necessary to exploit the opportunity. The entrepreneurial process includes all the functions, activities, and actions that are part of perceiving opportunities and creating organizations to pursue them (Bygrave and Zacharakis, 2008).

Entrepreneurial Intention

It is well known that a career in entrepreneurship offers significant opportunities for individuals to achieve financial independence and benefit the economy by contributing to job creation, innovation, and economic growth. (Basu and Virick, 2008). Past studies have proven that conviction stands out as the primary explanation and determinant of entrepreneurial intentions (Rasliet, al 2013).

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) by Ajzen predicts that planned behaviours are determined by behavioral intentions which are largely influenced by: personal attitudes, social norms and perceived behavioural control (Cameron, 2010). Personal Attitude related to the degree of which the individual has

favourable or unfavourable assessment of the behaviour in question (Alson and Isaksen, 2012). Subjective norms are defined as individuals perceptions about the values, beliefs, and norms held by people whom they respector regard as important and the individuals desire to comply with those norms (Basu and Virick, 2008). Perceived Behavioural Control is people's perceptions of their ability to perform a given behaviour (Moriano et al.,). Perceived Behavioural Control refers to the perceived feasibility of being self-employed or starting a business. Individuals usually choose to perform behaviours that they think they will be able to control and master.

Gender and Entrepreneurship

Nwankwo et al. (2012), there is persistence gap between men and women in the motivation, desire and intentions to become an entrepreneur. In a more recent survey, the Global Entrepreneurship Monitor (GEM) in 2004 reported that more than one-third of people involved in entrepreneurial activities are women (Raman et al., 2008).

Previous Researches

Gelderen et al. (2008) sets out to present a detailed empirical investigation of the entrepreneurial intentions of business students and found that Personal Attitude (financial security) and Perceived Behavioural Control (entrepreneurial alertness) are the strongest variables that influence entrepreneurial intention. Leroy et al. (2009) found that the effect of gender on intentions is mediated via personal attitudes toward entrepreneurship and more so via perceived control over becoming an entrepreneur where male students are driven by the more dominant achievement-oriented entrepreneurial values, female students are more driven by the less dominant balance-oriented entrepreneurial values, male students are driven by both internal and external feelings of control, and female students are driven by the more dominant internal feelings of control. Pines and Schwartz (2008) found that few gender differences in entrepreneurial traits and values, and large gender differences in the willingness to start a business among management students and smaller differences among students who intend to start a business. Pines et al. (2010) found that in all 43 countries, the rates of women's entrepreneurship are lower than men's, the percent of women entrepreneurs is higher in countries where the general income per capita is small, and where women have no other option for making a living. Nwankwo et al. (2012) found there are differences exist in entrepreneurial intention between masculinity and femininity in gender role orientation that males engage in entrepreneurial activities more that the females because the orientation is that male posses personality characteristics that predispose them to aggressive act, assessments, risk taking and creative attitudes, also a significant positive correlation between self efficacy and entrepreneurial intentions is also found. Pushkarskaya (2006) found that females are "pushed" into entrepreneurial activities by changing economic environments and lack of household income, also that the family structure and internal family events, such as death of a household member or divorce, strongly influence the decision to start a new business, and that these effects vary by gender.

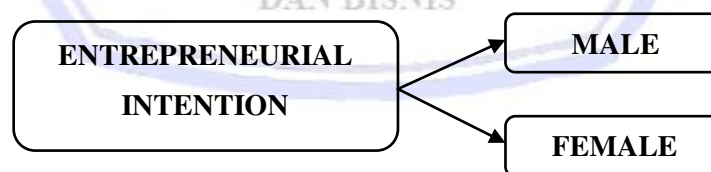


Figure 1 Conceptual Framework

Source : Theoretical review 2013

Research Hypothesis

The hypothesis of this research is:

- H1: There is a significant difference in Entrepreneurial Intention based on Personal Attitude between Male and Female in Manado.
- H2: There is a significant difference in Entrepreneurial Intention based on Subjective Norms between Male and Female in Manado.
- H3: There is a significant difference in Entrepreneurial Intention based on Perceived Behavioral Control between Male and Female in Manado.

RESEARCH METHOD

Type of research

This research uses comparative type of research where it will investigate the role of gender on entrepreneurial intention.

Place and Time of research

This study is conducted in Manado during June to August 2013.

Population and sample

Population is generalized to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sekaran and Bougie, 2005). The population in this research is all people in Manado.

Sample of this research is 100 respondents in Manado. The sampling design is saturated samples that is considered as the best way of getting some basic information effective and more accurate (Sekaran and Bougie, 2005).

Data Collection Method

The data used in this research consists of two types which are primary data and secondary data that explained as follows: (1) Primary data is data that obtained directly from the research object. Primary data refer to information obtained first hand by the researcher through questionnaires; and (2) Secondary data is data obtained from the indirect object of research in the form of documents or reports, in this case like an overview of the study, and other data relevant to this research.

Operational Definitions and Measurement of Research Variables

1. Personal Attitude is related to the degree of which the individual has favourable or unfavourable assessment of the behavior in question (Alson and Isaksen, 2012).
2. Subjective Norms are defined as individuals perceptions about the values, beliefs, and norms held by people whom they respect or regard as important and the individuals desire to comply with those norms (Basu and Virick, 2008).
3. Perceived Behavioral Control is people's perceptions of their ability to perform a given behavior (Morian, et al. 200).

In this research, the instruments will be measured by using Likert Scale, in which some questions with multiple answer will be given to the respondents. The Likert scale is design to examine how strongly subjects agree or disagree with statements on a five point scale, which are: 1. Strongly Disagree, 2. Disagree, 3. Neither Agree or Disagree, 4. Agree, 5. Strongly Agree

Data Analysis Method

Validity and Reliability Testing

Validity testing is used to know whether the measurement tool that selected can measure what that supposed to be measured. Valid instrument means the measurement tools that used to get the data is valid. The instrument considered as a valid if the correlation coefficient between the score of one indicator and the total score of all indicators is positive and more than 0.3 ($r \geq 0.3$). Reliability of a measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the "goodness" of a measure. Consistency indicates how well the items measuring a concept hang together as a set. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Cronbach's Alpha is computed in terms of the average intercorrelations among the items measuring the concept. The closer Cronbach's alpha is to 1, the higher the internal consistency reliability.

Independent Sample t-test

The independent-samples t-test evaluates the difference between the means of two independent or unrelated groups. This test evaluate whether the means for two independent groups are significantly different from each other. The independent-samples t-test is commonly referred to as a between-groups design, and can also be used to analyze a control and experimental group. With an independent-samples t-test, each case must

have scores on two variables, the grouping (independent) variable and the test (dependent) variable. The grouping variable divides cases into two mutually exclusive groups or categories, such as male or female for the grouping variable gender, while the test variable describes each case on some quantitative dimension such as test performance. The t-test evaluates whether the mean value of the test variable (e.g., test performance) for one group (e.g., male) differs significantly from the mean value of the test variable for the second group (e.g., female).

RESULT AND DISCUSSION

Results

The validity test of Personal Attitude (0.196), Subjective Norms (0.901) and Perceived Behavioral Control (0.783) are above 0.3, which means that all indicators are valid. The Cronbach Alpha is 0,957 which is more than 0.6. Therefore, the measurement instruments used for this research are reliable and the instrument can get the consistent result if used in different times.

Normality Test

The independent t-test requires that the dependent variable is approximately normally distributed within each group. Normality can be tested by using a Shapiro-Wilks Test. The significant values (p-value) for Shapiro-Wilks Test of Personal Attitude, Subjective Norms and Perceived Behavioral Control and Entrepreneurial Intention between male and female are less than 0.05. This implies that male and female data is normally distributed.

Group Statistics

Group statistics gives the descriptive statistics about the two groups in this research (male and female). There are 50 male and 50 female as the sample in this research. The Mean differences between male and female that can be explained as follow:

1. Personal Attitude. Mean of Personal Attitude of male and female is different, mean of male is 17,0200 and female is 14,7800. It means that Personal Attitude of male is higher than female.
2. Subjective Norms. Mean of Subjective Norms of male and female is different, mean of male is 16,1600 and female is 13,9400. It means that Subjective Norms of male is higher than female.
3. Perceived Behavioral Control. Mean of Perceived Behavioral Control of male and female is different, mean of male is 15,0600 and female is 13,2400. It means that the Perceived Behavioral Control of male is higher than female.

Independent Sample t-test

To determine the differences of Entrepreneurial intention between male and female, independent sample t-test will be used. The independent sample t-test is run by using this criteria of hypothesis testing:

- $p\text{-value} \leq 0,05$, then H_0 is rejected and accepting H_a .
- $p\text{-value} > 0,05$, then H_0 is accepted and rejecting H_a .

Table 1 Independent Sample t-test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Personal Attitude	Equal variances assumed	15,858	98	,000
	Equal variances not assumed	15,858	89,790	,000
Subjective Norms	Equal variances assumed	10,440	98	,000
	Equal variances not assumed	10,440	97,995	,000
Perceived Behavioral Control	Equal variances assumed	7,095	98	,000
	Equal variances not assumed	7,095	96,596	,000
Entrepreneurial Intention	Equal variances assumed	13,654	98	,000
	Equal variances not assumed	13,654	97,178	,000

(Source: SPSS Data Analysis, 2013)

The interpretation of the result of Table 1, can be seen as follows:

1. Personal Attitude. The p-value of Personal Attitude for the Levene's test for Equality of Variance is 0.740 or more than 0.05 means that the variances can be assumed to be equal. The variability in two conditions is about the same. Thus, the p-value (Sig. (2-tailed) value) that used is in the first row which is 0.000 (less than 0.05) means that H_1 is rejected and H_1 is accepted.
2. Subjective Norms. The p-value of Subjective Norms for the Levene's test for Equality of Variance is 0.310 or more than 0.05 means that the variances can be assumed to be equal. The variability in two conditions is about the same. Thus, the p-value (Sig. (2-tailed) value) that used is in the first row which is 0.000 (less than 0.05) means that H_2 is rejected and H_2 is accepted.
3. Perceived Behavioral Control. The p-value of Perceived Behavioral Control for the Levene's test for Equality of Variance is 0.857 or more than 0.05 means that the variances can be assumed to be equal. The variability in two conditions is about the same. Thus, the p-value (Sig. (2-tailed) value) that used is in the first row which is 0.000 (less than 0.05) means that H_3 is rejected and H_3 is accepted.

Discussion

The concept of Entrepreneurial Intention can be determined by the Theory of Planned Behavior which including Personal Attitude, Subjective Norms and Perceived Behavioral Control. These three variables can be used as influencing factors by people to make decision to be an entrepreneur. The significant difference of Entrepreneurial Intention between male and female also supports a research by Rittippant et al. (2011) that stated that there is different thoughts between males and females that lead to personal behavior to start-up a new business or not.

Entrepreneurial Intention between male and female in Manado will be different with other city or country because the external factors that related to the condition of the country. This research also supported by Pines, et al. (2010) which stated that the rates of women's entrepreneurship are lower than men's. However the percent of women entrepreneurs will be higher in countries where the general income per capita is small and where women have no other option for making a living.

Personal Attitude of male is higher than female; it indicates that male is more attractive to starting new business. Male in Manado thought that there are more benefit to be an entrepreneur than working in the government or private institution. However, female in Manado is not too attractive to starting new business, it can be realistic because for female, they will think more secure when they work at government or private institution because it is not too risk rather than starting new business. It also same with the research by Leroy et al. (2009) which stated that the effect of gender on intentions is mediated via personal attitudes toward entrepreneurship over becoming an entrepreneur. Where women prefer entrepreneurship for its ability to 'get organized' whereas men prefer entrepreneurship for its ability to 'get ahead. Where male are driven by the more dominant achievement-oriented entrepreneurial values, female are driven by the less dominant balance-oriented entrepreneurial values.

Subjective Norms of male is higher than Subjective Norms of female. There is a belief in the society that male as head of household have to work to supporting his family financial. There is no doubt that male will get more support from family, friends and colleagues in their work, as well as starting the new business. With these support, male will be have more intention to be an entrepreneur. The tradition and belief that develop in the society can affected the entrepreneurial intention of male and female. Most people believe that business activities, innovations and risk of behaviours are meant for male while domestic chores and more subtle activities and services are meant for the female. According that belief, male will be easier to get support from the people to be an entrepreneur than female.

Perceived Behavioral Control of male is higher than Perceived Behavioral Control of female. It indicates that male in Manado think that they will be able to starting new business and control it. Entrepreneurship is often refers to fearless people that can think 'out of box'. Male feels confidence to starting new business because of their basic behavior that most of male is more fearless than female, they are not affraid with the challenges and risk that they have to deal with. However, female more careful to make decision because they will think what are the challenges that can be happen in the future and risks that they have to deal with, it is worth it or not, they can handle or not, if they not sure, that will be prefer the more secure job like working in the government or private institutional that provide a lot more security. It also supported by the

research of Nwankwo, et al. (2012) that found males engage in entrepreneurial activities more than the females because the orientation is that male possesses personality characteristics that predispose them to aggressive acts, assessments, risk taking and creative attitudes. Entrepreneurial Intention between male and female can be driven by many factors. This research found that the influencing factors such as Personal Attitude, Subjective Norms and Perceived Behavioral Control of Entrepreneurial Intention can increase the intention of male and female towards to be an entrepreneur in Manado.

CONCLUSION AND RECOMMENDATION

Conclusion

The strong Entrepreneurial Intention by male is because of their Personal Attitude, Subjective Norms and Perceived Behavioral Control. Male is more attractive to starting new business because they thought there are more benefits to be an entrepreneur than working in the government or private institution. The tradition and belief that develop in the society can increase the entrepreneurial intention of male. Most people believe that business activities, innovations and risk of behaviours are meant for male while so it will be easier to get support from the people to be an entrepreneur that can increase their intention to be an entrepreneur. Male also feels confidence to starting new business because of their basic behavior that most of male is more fearless than female, they are not afraid with the challenges and risk that they have to deal with. Based on the results of the study, male is the more dominant to Personal Attitude, Subjective Norms, and Perceived Behavioral Control. Then the government can push through Entrepreneurial Intention for female support for women empowerment, women entrepreneurship club, etc.

Recommendations

This research was conducted in order to determine where the most gender in entrepreneurship. The result proves that more male to entrepreneurship. For further research may need to be a better indicator of distributing the questionnaire so that the results can be significant. Other this research who will conduct a research roomates related to entrepreneurship and biases on decision making, this research expects that this research can be a reference for the next research about entrepreneurial intention.

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