

**Research Article**

## **DISCUSSING THE RELATION BETWEEN PERSONALITY CHARACTERISTICS OF ENTREPRENEURSHIP AND TRAINING SELF-EFFICACY AND PERFORMANCE OF SPORTING GOODS DEALERS IN TEHRAN**

**\*Leila Azhdari, Farideh Ashraf Ganjouei and Abdolreza Amirtash**

*Department of Physical Education and Sport Sciences, Central Tehran Branch, Islamic Azad University, Tehran, Iran*

*\*Author for Correspondence*

### **ABSTRACT**

The title of this research is to discuss the relation between personality characteristics of entrepreneurship and training self-efficacy and the performance of sporting goods dealers in Tehran during 2015. With respect to pre-set goals, the research method is a descriptive-cross and applied method carried out under field methods. 276 dealers in Tehran were selected as the sample through random availability sampling. Data collection instruments include the questionnaire of entrepreneurial characteristics, training self-efficacy scale and the questionnaire of performance. The questionnaire of personality characteristics of entrepreneurship (Kurd-naeich *et al.*, 2008) was designed based on psychological approach of entrepreneurship and included 95 questions regarding 9 elements of important personality characteristics in entrepreneurship. These elements include: risking, control center, need to progress, endurance of ambiguity and creativity which was scrutinized under three elements of imagination, mental health and pragmatism and other elements related to the component of need to progress were also scrutinized through a new challenge namely as challenge seeking. In addition, training self-efficacy (Kamkari, 2012) included 18 questions and sub-scales of non-personal elements, competitive elements and internal emotions. Furthermore, the questionnaire of performance was the standard researcher made questionnaire by Moghimi (2015). Reliability and validity of instruments of the research were desirable. The employed statistical method included descriptive and inferential statistics. The descriptive statistics were employed for drawing abundance tables, diagrams and dispersal indexes such as averages. Also the inferential statistics included the Kolmogorov-Smirnoff test and the regression test. Findings indicated that there existed a relation between personality characteristics of entrepreneurship and training self-efficacy and performance of sporting goods dealers. There was also a relation observed among the components of personality characteristics of entrepreneurship and the components of training self-efficacy of dealers of sporting goods.

**Keywords:** *Personality Characteristics, Self-Efficacy, Entrepreneurship, Performance, Dealing*

### **INTRODUCTION**

In developed countries, sports and healthy recreations are considered as an important industry and an effective element on growth of national economy and also it is considered as one of the most income making industries during the 21<sup>st</sup> century (Cohen, 2014). Therefore, realization of performance of dealers of sporting goods is highly important and investigable. Their optimized performance and sale can be affected by personality characteristics of entrepreneurship or even having a complete understanding from the world of athletics and their level of exercise. It has been stated that self-efficacy is concealed beyond the success of advanced countries and inside their human resources. They have realized that worthy and efficient people have intended to run new businesses through their innovation, creativity and entrepreneurship (Tan, 2013) and they also have led to production of goods and providing new services, exploring new markets and eventually have led to constructive activity and dynamicity of industries and services (Tan, 2013). The role of entrepreneurs and self-efficient people in facilitation of development of global economy is completely obvious. Entrepreneurship points to individuals' ability for continuous innovation and taking risks on markets and their activity domains. Tendency towards entrepreneurship as

## **Research Article**

an organizational process is an issue which helps the organization to maintain its survival and optimize its performance. Therefore, as there are more consistencies between cultural indexes of an organization and characteristics of performance of the participants of the organization, we will more probably have an adequate and suitable context for organizational integrity and unity. This suitable context itself will be the context for ideal relations and efflorescence of potential talents and also formation of a suitable organizational culture in addition to creation of entrepreneurship and furthermore, promotes organizational culture and eventually results in improved performance of managers (Orlando, 2013). In this regard, self-efficacy which is a derivative of Bandura's cognitive-social theory, addresses an individual's beliefs and judgments towards his or her abilities in instructing. Self-efficacy is the feeling related to an individual's anticipation from the result of situations which he or she has created according to his or her feelings and capabilities. Positive thought of the coach or sports instructor during instruction and training can lead to amplification and consolidation of athletes' perspective towards success in their activities (Bandura, 1997; quoted by Kamkari, 2014). Also in terms of the indexes of self-efficacy, Schwartz (2006) quotes Bandura (1995) and writes: people with high levels of self-efficacy. In this regard, training self-efficacy which is derived from Bandura's cognitive-social theory, addresses individual's beliefs and judgments regarding his or her abilities in practicing regular physical activities. The fact that in spite of exhaustion, stress, job load, anxiety and other barriers, the individual exercises at least 20 minutes on three days of the week. These barriers may include competitive elements which have let down the person, personal issues or environmental and external issues which inhibit a person's regular exercising. Training self-efficacy is the confidence of participants of regular exercises (Bandura, 1997). Dealers of sporting goods deploy and institutionalize the culture of entrepreneurship and athletics in the society and through this, they provide the contexts for development and further deployment of sports in a way that, all people are effloresced and in this regard, their performance and sales will also be optimized. Tan *et al.*, (2013) have considered the features of entrepreneurship as innovation, sociality, solving complexities and determination of goals. Orlando (2013) conducted a research titled as "dimensions of entrepreneurship and self-efficacy" and tried to elaborate on the effects of culture on the value of entrepreneurship and concluded that innovation and self-efficacy are positively and risk taking is negatively related to race, gender and performance. Elsidivi *et al.*, (2012) investigated the effects of total quality management and the axis of entrepreneurship and organizational performance with reliance on the role of organizational culture and self-efficacy of the managers in the industry of banking, and concluded that there existed a positive and significant relation between them. They considered self-efficacy as the element of development of entrepreneurship and signified that the present era is the era of complexity and competitions. These results motivated us to carry out this research to find out about the effects of personality effects of entrepreneurship and training self-efficacy on performance of dealers of sporting goods in Tehran.

## **MATERIALS AND METHODS**

### **Methods**

With respect to pre-set goals, the research was carried out under correlative, descriptive and survey methods completed under field methods. The sample includes 276 dealers of sporting goods in Tehran during 2015 who were selected under random availability sampling methods. Although that the Morgan table included 374 individuals, but with respect to restrictions, only 276 valid questionnaires were collected back. Instruments of data collection included the questionnaire of personality characteristics of entrepreneurship designed according to psychological approach of entrepreneurship with reliability of 0.92. This questionnaire included 95 questions which elaborated 9 elements of important personality characteristics in entrepreneurship and include: risking, control center, need to progress, and endurance of ambiguity and creativity which was scrutinized under three components of imagination, mental health and pragmatism. Also some elements related to the need for progress were investigated under a new element namely as challenge seeking. The other instrument of data collection was the questionnaire of training self-efficacy (Kamkari, 2014) with 18 questions regarding non-personal, competitive and environmental

## Research Article

elements. Furthermore, the standard questionnaire of performance by Moghimi (2015) with 12 items was also employed. The statistical method employed in this research includes descriptive and inferential (illative) statistics. Descriptive statistics are utilized for drawing abundance tables, diagrams and dispersal indexes such as averages. On the other hand, illative statistics included the Kolmogorov-Smirnoff test and Pearson's correlation coefficient test and Regression test.

## RESULTS AND DISCUSSION

### Summary of Descriptive Statistics

As we have seen, 31.5 percent of the sample is between 19-25 years old. 38 percent are 26-30 years old. 15.9 percent are 31-35 years old and 14.5 percent are 36 years old and older. 40 percent of the responders hold a diploma, 42 percent hold a semi B.A (associate degree), 12 percent hold a B.A and finally 6 percent of the responders held M.A or higher degrees.

### Summary of Inferential Statistics

There was a relation between personality characteristics of entrepreneurship and training self-efficacy and performance of dealers of sporting goods.

For fulfillment of main hypothesis of this research, the regression test between the personality characteristics of entrepreneurship and training self-efficacy as the independent variables, and performance as the dependent variable was employed. Results of multivariate correlation coefficient indicated that there existed a significant and meaningful relation among personality characteristics of entrepreneurship and training self-efficacy and performance of dealers of sporting goods. Also the determination coefficient of  $R^2$  indicated the percentage of changes of the independent variable by the dependent variables and revealed that 42.8 percent of the variance of performance of dealers is related to personality characteristics of entrepreneurship and training self-efficacy and also 57.2 percent are related to elements outside the boundaries of our model.

**Table 1: Results of multivariate correlation between characteristics of entrepreneurship and training self-efficacy and performance**

P	$R^2$	R	N	Regression model
0.045	0.023	0.152	267	simultaneous

Results of the multivariate regression test indicated that personality characteristics of entrepreneurship and training self-efficacy are eligible for anticipation of performance of dealers. Also the results of the slope of regression regarding the anticipator variables indicated that there was a significant and positive relation between and among personality characteristics of entrepreneurship and training self-efficacy. By comparing the characteristics of entrepreneurship and training self-efficacy we can realize the importance of the variable of training self-efficacy in anticipation of changes in performance of dealers.

**Table 2: Results of regression test between personality characteristics of entrepreneurship and training self-efficacy and performance of dealers**

Significance level P	T value	Standard coefficients Beta	Non-standard coefficients Sd. Er	B	Simultaneous regression
0.000	6.536	-	0.377	2.46	intercept
0.026	1.113	0.121	0.236	0.146	Characteristics of entrepreneurship
0.043	1.94	0.069	0.212	0.024	Training self-efficacy

On this basis and with respect to anticipator variables (personality characteristics of entrepreneurship and training self-efficacy) inequality of regression of the performance of dealers according to output of table 4 are as follows:

## Research Article

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 2.46 + 0.146(X_1) + 0.024(X_2)$$

X1: entrepreneurship characteristics

X2: training self-efficacy

According to the upper relation, the performance of dealers (Y) will change with changes in personality characteristics of entrepreneurship (X1) and training self-efficacy (X2). In other words, a part of the performance of dealers is determined by personality characteristics of entrepreneurship and training self-efficacy. According to this relation, for each unit of personality characteristics of entrepreneurship, an amount of 0.146 units are added to the performance level of dealers and also for each unit of training self-efficacy an amount of 0.024 units are added to the performance of dealers.

There was also a relation discovered between components of personality characteristics of entrepreneurship and components of training self-efficacy among the dealers of sporting goods. For fulfillment of this question, the Pearson's correlation coefficient test is applied. Results of this test indicate the positive, linear and significant relation between the entire indexes of aforementioned variables. Table 4-12 indicates the matrix of correlation coefficients between and among personality characteristics of entrepreneurship and components of training self-efficacy among the dealers. In this table, the highest level of correlation is evident between need to success and internal elements and also the lowest correlation is visible between external elements and imagination.

**Table 3: Correlation matrix between components of personality characteristics of entrepreneurship and components of training self-efficacy among dealers**

Need For Success	Imagination	Challenging	Mental Health	Endurance of Ambiguities	Pragmatism	Control Center	Risking	Variables
**0.78	**0.49	**0.24	**0.23	**0.55	**0.538	**0.553	**0.689	Internal elements
**0.75	**0.05	**0.2	**0.17	**0.66	**0.334	**0.462	**0.441	External elements
**0.74	**0.72	**0.12	**0.19	**0.4	**0.66	**0.412	**0.55	Situational elements

## Discussion and Conclusions

With respect to deployed dimensions of athletic sciences, it could be considered as one of the fastest growing sections which are related to main economic, social and political sections in the entire world. There are several achievements and job opportunities in athletic events. In other words, improvement and increase of entrepreneurial activities in sports is leading to variety of new job opportunities. Through formation of demands for athletic goods and services and creation of interests for people, sports provide the necessary contexts for entrepreneurship. Entrepreneurship itself helps to promote and develop sports by creation of athletic businesses in terms of creation and production of athletic and sporting goods and equipment.

Therefore, for development of entrepreneurship in the context of sales, production and distribution of sporting goods, dealers should use their capabilities and self-efficacies and creativity and their beliefs for recognition of useful contextual and structural elements in development of entrepreneurship and also they should schedule for satisfaction of customers, providing suitable services and improved profitability according to their goals in different dimensions of athletic entrepreneurship.

## REFERENCES

**Alsoudi Yousni (2012).** Total quality management. entrepreneurial orientation and organizational performance the role of organizational culture. *African Journal of Business Management* 6(13) 4717-427.

**Research Article**

**Asgari Mohamad Hadi and Taleghani Mohammad (2012).** The Relationship between Organizational Structure and Entrepreneurial Culture in Islamic Azad University of West Province of Mazandaran. *Journal of Basic and Applied Scientific Research* **2**(3) 2249-2254.

**Bandura A (1993).** Perceived self- Efficacy in cognitive development and functioning. *Educational Psychology* **28** 117 -14.

**Cohen K et al., (2014).** Fundamental movement skills and physical activity among children living in low-income communities: a cross-sectional study, Cohen et al. *International Journal of Behavioral Nutrition and Physical Activity* **11**(49).

**Kamkari Kataun (2013).** Standardization of self-training. Master's Thesis, Islamic Azad University, Central Tehran Branch, Tehran, Iran.

**Kurdnaej A et al., (2007).** *Entrepreneurial Personality Assessment Tool* (Tehran: Publisher: Tehran University Entrepreneurship Center).

**Orlando Richard (2013).** cultural diversity in management, firm performance, and the moderating role of entrepreneurial orientation dimensions. *Management Journal* **345**.

**Tan T (2013).** Self efficacy and green entrepreneurship. *Earth and Environmental Science* **16**.