



# Analysis of Personal Factors Influencing Spatial Planning of Entrepreneurship

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## Abstract

Designing and developing a proper plan for entrepreneurship in rural areas have turned into an imperative task, which can be defined considering the capabilities, culture, and local norms in each region. The main research instrument was a questionnaire whose validity was achieved by collecting the opinions of experts and scholars through the Delphi method and whose reliability was estimated by Cronbach's alpha to be 0.66-0.83 for different sections. The participants were 486 individuals including rural entrepreneurs, local governor of rural district (Dehyars), Islamic Rural Council members. The exploratory factor analysis was employed to factors and determine the contribution of each factor in rural planning. Based on the results, the personal factors influencing entrepreneurship planning included 14 variables. After the varimax rotation of the driving factors, they were classified into four factors of pragmatism, ambiguity tolerance, creativity and ideation, and achievement motivation. From the participants' viewpoint on the personal factors, the factors of risk-taking, ambiguity tolerance, creation and ideation, and achievement motivation were the first to fourth important factors influencing entrepreneurship planning, respectively.

### Keywords:

*Spatial planning, rural development, entrepreneurship, Masal County*

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## INTRODUCTION

All countries and populations seek development, and each plans to accomplish development differently. So, development can be regarded as a human phenomenon that is shaped by people's efforts and optimal productivity in a geographical space (Chimhowu et al., 2019; Guerrero et al., 2020). The growth of humans and the development of societies are at the top of the agendas of international organizations and governments. However, although governments and international organizations focus their activities on human transcendence-based development, they have adopted various methods to accomplish development (Zamora-Polo et al., 2019). Zoomers et al. (2017) argue that differences are a must in the development plans of different and geographical locations and spaces. Many developing countries have experienced various methods for socio-economic development, especially in rural areas, which have all been known as development approaches (Morozova et al., 2019). As long as entrepreneurship contributes to economic growth, there is a need to understand the factors and environment that determine entrepreneurship planning (Irfan et al., 2018; Fischer et al., 2018), especially that the economic growth and welfare of each region depends on the entrepreneurship level of that region (Fereidouni et al., 2010). Welfare results from economic growth and the extent of this growth is determined by the entrepreneurship level in society (Acs and Virgill, 2010; Yulastri and Hidayat, 2017). Given the significance of this concept in the contemporary world, governments and societies seek to establish entrepreneurship as a tool to address unbalanced regional development problems (Moteie Langarudi, 2001; Esmaeili et al., 2017).

The deployment of entrepreneurship in rural areas is a major axis of regional development, which requires entrepreneurial plans and programs at the village level. However, these plans and programs are impossible to be implemented with no regard to the

geographical space and its characteristics (Chitakornkijasil, 2009; Farsi et al., 2012). So, it is of crucial importance to precisely understand the issues related to villages because most global problems and issues including poverty and derivation are rooted in rural areas (Abarghani et al., 2019).

Rural entrepreneurship does not differ from entrepreneurship as a general concept. Just because of the peculiar conditions of rural areas, including risk level, shortage of facilities, and poor management, entrepreneurial domains are different in these regions from the other regions and activities (Pradhan et al., 2020). Rural entrepreneurial, nonetheless, aims to identify new opportunities, innovations, and creativity in agricultural and non-agricultural activities, land-use, and optimal, diverse, and creative use for the sake of rural development (Farashah et al., 2013).

Therefore, with the development of entrepreneurship and the establishment of small entrepreneurial enterprises, rural people gain access to the commodities and services they need, resulting in the economic growth of the village and the reduction of immigration to urban areas (Gielnik and Frese, 2013). Rural entrepreneurship opens up a potential for extensive job opportunities, which can alleviate turmoil in rural areas and provide an opportunity for the improvement of farmers' revenue and the employment of rural women near their homes if grasped by entrepreneurs (Dias et al., 2019). Research shows that despite personal, social, cultural, and economic differences, entrepreneurs share important common characteristics, which are not unique, and all potential and actual entrepreneurs possess them to a certain extent (Gielnik and Frese, 2013; Acs et al., 2017). Few studies have dealt with the relationship between entrepreneurs' personal characteristics and entrepreneurship in rural areas, so the present research aimed to analyze personal factors influencing entrepreneurship spatial planning in the villages of Masal County in Guilan province, Iran.

## METHODOLOGY

The dominant paradigm of the present study was is quantitative as it converts social reality to a variable through samples representing the society to study the society, provides data for accounting for the social environment, and uses statistical methods for data analysis. It is also a survey in terms of the extent of control over the variables and an applied study in terms of the goal.

### *Sample size and sampling from the statistical population*

The sample size was determined by Cochran's formula to be 483 individuals selected by the cluster sampling method from three groups of rural people living in Masal county including rural entrepreneurs, Dehyars<sup>1</sup>, and the members of Islamic Councils. [Table 1](#) presents the sample size in different sections and rural districts.

### *Data analysis*

The research employed confirmatory factor analysis. Bartlett's test supported the validity of the questionnaire (0.72,  $P < 0.05$ ) for performing factor analysis on the data (Lee et al., 2004). The composite reliability and Cronbach's alpha were greater than 0.7 and the average variance extracted was greater than 0.5, supporting the reliability and convergent validity of the questionnaire, respectively. It should also be noted that all indices or questionnaire items had a factor loading of  $> 0.4$  and the values were greater than 1.96. Data analyses were performed in the SPSS (ver. 22) software package.

## RESULTS

### *Frequency of demographic characteristics*

The results as to the frequency distribution of the participants' demographic characteristics show that most participants were male so that over 389 individuals (80.5%) were male and the remaining 94 people were female. Among the participants, 311 people

(64.4%) were entrepreneurs. Also, 7 participants (5.6%) were Dehyars, 28 participants (5.8%) were the heads of Islamic Rural Councils, and 117 participants (24.2%) were Islamic Rural Council members. Regarding educational level, 14 people (2.9%) were illiterate, 67 people (13.9%) had just reading/writing literacy, 89 people (18.4%) were middle school graduates, 129 people (26.75%) had diplomas, and 129 participants (26.7%) had academic degrees. The respondents were mostly (152 people or 31.5%) rice growers, and the second-highest job frequency was animal farming as 113 people (23.4%) were animal farmers. The next most frequent occupations included administrative jobs (18%), retailing (7.7%), handicrafts (6.6%), rice milling (4.8%), honeybee farming (4.6%), and guest house-keeping (0.4%), respectively ([Table 2](#)).

### *Factor analysis of personal characteristics*

Exploratory factor analysis was employed to reduce the number of research variables into fewer factors and determine the share of the personal variables influencing entrepreneurship planning. According to [Table 3](#), a total of 14 variables were found to influence entrepreneurship planning. The variables of 'high interest in the job' and 'independent personality' were excluded from the factor analysis matrix due to high skewness, so they are not shown in the table of data. Calculations reveal the suitability of the data's internal consistency (KMO = 0.700) and the significance of Bartlett's statistic at the 99% confidence level ( $\chi^2 = 1263.12$  and  $p < 0.01$ ). Based on the Kaiser rule, four factors were extracted with eigenvalues of  $> 1$  ([Table 3](#)). After the varimax rotation of the factors, the deriving factors were classified into four sub-factors. The eigenvalue of a factor, which is the sum of the squared factor loadings, represents the variance captured by the factor. This total variance value is the specific root or eigenvalue of the factor. The higher the eigenvalue is, the more variance the factor will account for. Accordingly, four factors with

<sup>1</sup> A *Dehyar* is a person that is official in charge of administering public affairs in a village in Iran.

Table 1

*The sample size in different sections and rural districts*

District	Rural district	Islamic council members	Dehyars	Businessowners
Central	Masal	52	5	38
	Homeh	88	6	32
Shanderman	Shanderman	99	9	51
	Sheikhneshin	72	7	24

Table 2

*Frequency Distribution of Respondents' Individual Characteristics*

Demographic characteristics	Frequency	Percentage
<b>Gender</b>		
Female	94	19.5
Male	389	80.5
<b>Entrepreneurs</b>		
Business owners	311	64.4
Village governors	27	5.6
Members of the Islamic Council of the village	145	30.0
<b>Age (Year)</b>		
20-30	72	14.9
30-40	168	34.8
40-50	165	34.2
up to 50	78	16.1
<b>Education</b>		
Illiterate	14	2.9
Primary school	67	13.9
High school	89	18.4
Diploma	183	37.9
College education	129	26.7
<b>Job</b>		
Curry rice	152	31.5
Husbandry	113	23.4
Beekeeping	22	4.6
Handicrafts	32	6.6
Rice milling	23	4.8
Hospitality	2	0.4
Shopkeeper	37	7.7
Wood Industries	15	3.1
Government jobs	87	18.0
<b>Total</b>	<b>483</b>	

eigenvalues of greater than 1 were derived in this research, which are presented below in the order of the variance captured by them. They were also named based on their nature.

*Factor 1.* This factor was loaded with four

variables. According to the nature of the factors accumulated in this factor, it was named pragmatism. This factor had an eigenvalue of 2.16 and could alone account for 15.46 percent of the total variance. The variables

loaded in this factor included 'being a role model', 'risk-taking', 'having job experience', and 'social status' in the order of importance.

*Factor 2.* This factor was also loaded with four variables, which was named 'ambiguity tolerance' according to the nature of the variable that had the greatest contribution in its formation. This factor's eigenvalue was 1.94 and captured 13.87 percent of the total variance. It was indeed loaded with 'knowledge and education', 'ambiguity tolerance', 'entrepreneurial family', and 'physical strength'.

*Factor 3.* Three variables were loaded on the third factor. Since creativity had the greatest contribution in its formation, it was named creativity and ideation. This factor had an eigenvalue of 1.81 and accounted for 12.96 percent of the total variance. The variables loaded on this factor included 'age', 'gender', and 'creativity' in the order of importance.

*Factor 4.* This factor was also loaded with three variables of 'persistence', 'competitiveness', and 'self-confidence'. This factor was

named 'achievement motivation' considering the nature of the loaded factors. It had an eigenvalue of 1.73 and could capture 12.39 percent of the total variance.

As depicted in Figure 1, the four sub-factors accounted for 54.70% of the total variance of the variables, and the remaining 45.30% of the variance is related to other factors that could not be predicted in the present research.

#### *Spatial distribution of personal factors' prioritization*

The spatial distribution of the personal factors underpinning entrepreneurship planning across the villages of Masal County (Figure 2) reveals that among the rural districts of Masal County, Shanderman has selected the personal factors as its top priority of planning and then, Masal Rural District has selected them as its second priority. Also, Sheikneshin and Homeh rural districts have selected them as the third and fourth priorities in entrepreneurship planning, respectively.

Table 3

*Factor analysis of the personal factors*

Personal characteristics	Factor 1	Factor 2	Factor 3	Factor 4	Mean	SD
Being a role model	0.778				3.56	1.08
Risk-taking	0.748				3.67	1.14
Job experience	.673				3.98	1.01
Social status	0.627				3.69	1.08
Knowledge and education		0.704			4.41	0.76
Capacity of ambiguity tolerance		0.676			4.30	0.83
Entrepreneurial family		0.665			4.28	0.86
Working in complicated conditions		0.554			4.28	0.86
Age			0.824		3.92	1.04
Gender			0.780		3.39	1.17
Creativity			0.550		4.11	0.98
Persistence				0.788	4.23	0.83
Competitiveness morale				0.670	4.19	0.90
Self-confidence				0.573	4.16	0.91
Eigenvalue	2.16	1.94	1.81	1.73		
Variance captured (%)	15.46	13.87	12.96	12.39		
Cumulative variance captured (%)	15.46	29.34	42.31	54.70		

Cronbach's alpha = 0.707; Kendall's W = 0.098; KMO value = 0.700; Brattle value = 1263.212; Significance level = 0.000

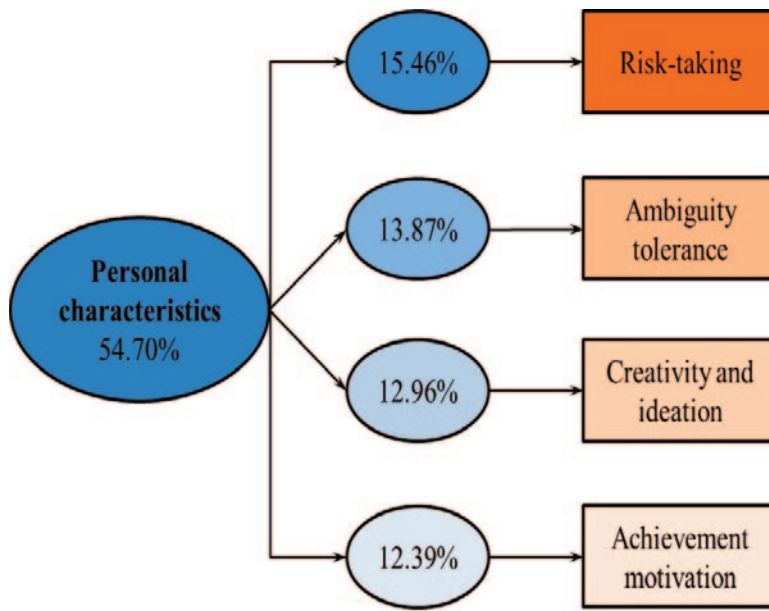


Figure 1. The Model Derived from the Factor Analysis of the Personal Factors Influencing Entrepreneurship Planning

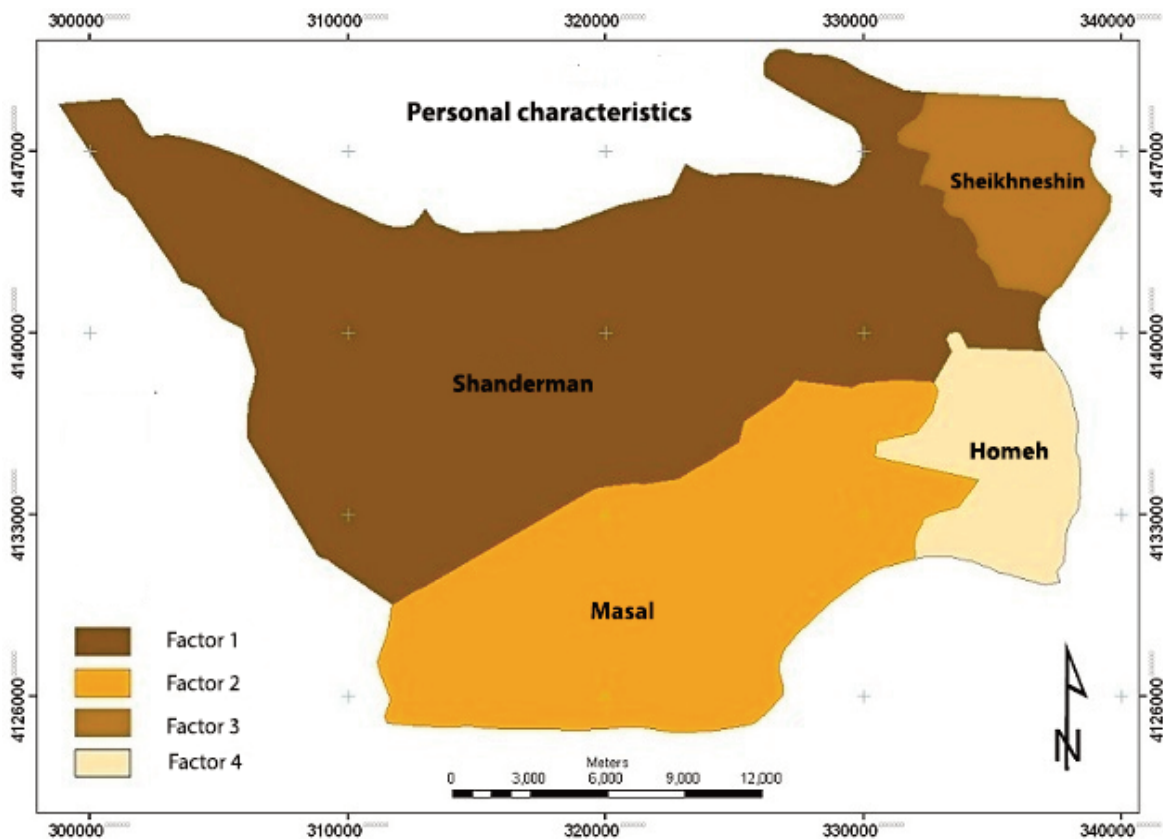


Figure 2. The Spatial Distribution of Personal Factors' Prioritization

## DISCUSSION AND CONCLUSIONS

The results revealed that among the sub-factors constituting the personal factor, 'risk-taking' had the greatest contribution in accounting for the variance of this factor, so it was considered the first priority in planning in this context. Also, the variables of 'being a role model', 'risk-taking', 'having job experience', and 'social status' had the highest factor loadings in this index, respectively. It can be understood from the research results that people's morale has a significant effect on entrepreneurship and can be decisive in determining the business type and its growth and development. So, it should be regarded when formulating entrepreneurial perspective and strategy in Masal County and other parts of Iran. Undoubtedly, if people are not mobile enough, are reluctant to change, and do not take risks in entrepreneurial activities, they cannot hope to improve their lives, which would eventually diminish the hope for the growth of businesses and employment across the country. Therefore, devising constructive plans by introducing active and leading people and developing culture are effective steps to realize this. Numerous studies have shown that personal and personality factors affect entrepreneurship. According to Guerrero et al. (2020) and Fereidouni et al. (2010), personality variables are influential on people's risk-taking. Arasti et al. (2014) mentions the fear of risk as a problem of rural entrepreneurs in their competition with urban entrepreneurs. Sadeghloo et al. (2018) also report that entrepreneurs have characteristics, perspectives, and values that provide them with a driving force and distinguish them from others. Based on Farashah (2013), the personality characteristics approach is more prevailing than other entrepreneurship approaches and Khoshmaram et al. (2020) found that entrepreneurs had six characteristics of 'commitment and determinism', 'leadership', 'opportunism', 'tolerance of risk and ambiguity', 'creativity', 'self-reliance', and 'adaptability'. De Silva and Wright (2019), states that the main compe-

tence of academic entrepreneurs at the phase of business initiation and development is their being ambitious and that risk-taking is the second most important competence for business development.

The 'ambiguity tolerance' index was considered the second most important personal factor in entrepreneurship planning. The variables of 'knowledge and education', 'ability to work', 'entrepreneurial family', and 'working in hard conditions' had the highest factor loadings in this factor, respectively. Working in hard and ambiguous conditions of rural areas, where environmental variables are important, requires specific morale, which is linked with the person's physical and mental capability and the support by his/her family. Regarding the acceptance of ambiguity or uncertainty in life, entrepreneurs can tolerance ambiguity much better than business managers. Jansson (2011) also found that entrepreneurs were facing uncertainties and continuous changes at the beginning and they loved excitements like ambiguity. In Rigotti's (2003) study, ambiguity tolerance has been defined as the tendency to accept ambiguous situations as a source of threat. According to Morozova et al. (2019) entrepreneurship is a well-known knowledge-based technique with a scientific and technological background. On the other hand, Bakhettia and Dhillon (2017) reports that most rural people are unaware of technology development, marketing, and like due to the lack of education.

'Creativity and ideation' was the third most important factor considered in entrepreneurship planning, which was loaded with 'creativity', 'gender', and 'age. Creativity and ideation are important personal characteristics underpinning entrepreneurship, which allow the discovery of new opportunities in the business domain. Grasping opportunities related to rural women can be effective in accelerating entrepreneurial programs as rural women as an effective factor are engaged in all business fields along with men. Entrepreneurial plans in which rural women have no

role neutralize the role of half of the human resource and lose new opportunities that arise from rural women's creativity. In this respect, [Ndofirepi et al. \(2018\)](#) conclude that in new situations where old behaviors are ineffective a new behavior is displayed, which is called creativity. They found a significant relationship between people's creativity as an entrepreneurial characteristic and entrepreneurial behavior. [Lee et al. \(2004\)](#) also reported a positive and significant relationship between students' creativity and their attitude towards entrepreneurship. [Irfan et al. \(2018\)](#) found that cooperative entrepreneurship was significantly related to rural women's age and education. [Farashah \(2013\)](#) reported that people who were trained about entrepreneurship gained higher scores in achievement motivation, internal control, self-esteem, and creativity. Our findings are also in agreement with the reports [Yulastri and Hidayat \(2017\)](#), [Chang and Chen \(2020\)](#), and [Zamora-Polo et al. \(2019\)](#).

'Achievement motivation' was considered the fourth most important factor in planning and loaded with 'persistence', 'competitiveness morale', and 'self-confidence'. Access to achievement motivation goals, e.g., having effective social roles, increasing production, earning money, and enhancing welfare, are options that significantly affect the persistence of entrepreneurial activities, the tendency to stay in the village, and finally, the sustainable growth and development of the village. There is no doubt that access to these situations requires persistence, competitiveness, and self-confidence. According to [Esmaeili et al. \(2017\)](#), entrepreneurship is influenced by various factors, such as personal characteristics and motivations, so that feelings and initial motivation, such as emotion, passion, interest, and commitment, can be key factors in their success. [Guerrero et al. \(2020\)](#) also lists achievement motivation next to other factors such as independence-seeking, internal control, ambiguity tolerance, and risk-taking as the personal characteristics of entrepreneurship. Also,

[Gielnik and Frese, \(2013\)](#) reported that the feeling of being meaningful, competence, impact, and self-confidence were the psychological factors that would empower entrepreneurship.

Given the results of the present research on the role of personal factors in entrepreneurial planning in the villages of Masal County, it is recommended to develop plans for the training and extension of entrepreneurship within entrepreneurship programs. It is also suggested to develop indices and a proper paradigm to lay the ground for increasing motivation for entrepreneurial activities at different levels of society.

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