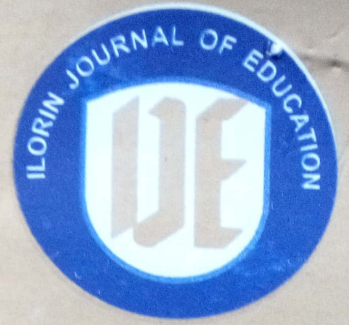




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INFLUENCE OF ENTREPRENEURIAL PERSONALITY TRAITS OF HOME ECONOMICS UNDERGRADUATE STUDENTS ON THEIR FUTURE PLANS

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Abstract

This study investigated the influence of entrepreneurial personality traits on Home Economics undergraduate students in Department of Home Economics and Food Science, University of Ilorin, Ilorin on their future plans. Three research questions were formulated to guide the study. The sample size of seventy-two (72) undergraduate students in three levels of 2013/2014 session was used. 24 undergraduate students from Home-Economics option were selected while 48 undergraduate student were selected from food science option. Both primary and secondary data were used for the study. Entrepreneurial Personal Assessment Questionnaire was used to collect data. Frequency counts, percentages and mean scores were used for data analysis. Results showed that the respondents possessed entrepreneurial personality traits. In addition, the respondents agreed that entrepreneurial personality traits had influence on the respondents. Furthermore, the respondents had different future plan for the entrepreneurial personality traits they possessed on Home Economics. Based on the findings, the following recommendations were made: the department under study needs to include more entrepreneurial topics in their curriculum to equip students with more entrepreneurial skills. In addition, Home-Economics should also identify successful entrepreneurs who can act as role models for the student and organize special lectures and workshops to trigger entrepreneurial spirit training in them to prepare them for leadership roles in their future plan.

Keywords: *Influence, Entrepreneurship, Personality, Traits, Home Economics.*

Introduction

Home economics is the profession and field of study that deals with the economics and management of the home and community. It is a field of formal study including such topics as Consumer Education, Institutional Management, Interior Design, Home furnishing, Cleaning, Handicraft, Sewing, Clothing and Textiles, Cooking, Nutrition, Food Preservation, Hygiene, Child Development and Family Relationship. It prepares students for home making or professional careers. Home Economics courses according to Oshio, Aluiyor, Nwike & Onyia (2014) and Anyakoha (2005) explained further that Home Economics include: Home management which is designed to equip the learner with the knowledge, skills and attitudes necessary for effective management of the home and wisely use of those things which the family has to obtain things needed by the family.

Advancement in educational system in Nigeria introduced formal education which enabled people to have the opportunity of being employed in the civil service after graduation. Public servant and school graduates permanently depend on the white collar job thereby neglecting self-reliance skills, Adeleke (2010). According to Oladele, Akeke and Oladunjoye (2011), pointed that in this millennium, graduating with a good grade or having a certificate is no longer a guarantee to secure job, the unemployment crisis in Nigeria is an indication for students in tertiary institutions to learn to make a living from their passion by embracing entrepreneurship.

Arowomole and Oyedokun (2006) viewed entrepreneurship as an undertaking which one is involved in with a purpose. Obasan (2005) sees entrepreneurship as the process of creating something new and assuming the risks and rewards thereof and also thought of as the act of managing both small and large organization with a view to creating satisfaction on both sides. Opara (2006) and Olagunju (2008) viewed entrepreneurship as the willingness and the ability of an individual to seek out investment in an environment and be able to establish and run it successfully based on the identified opportunity. Share and Veikataraman (2000) explained that entrepreneurship is a creative process by which new knowledge is converted into products and services. According to Deakins and Freels (2009), they identified entrepreneurial traits to include: passion, resilience, strong sense of self, flexibility and vision.

Some people have personality traits needed to be entrepreneurs, others developed the skills and required to succeed while others never succeed in developing these skills and qualities. These traits will combine to influence the extent to which individual is prepared to recognize and exploit opportunities. This will help an individual in self-examination especially in identifying, strength and weakness in respect of becoming a successful entrepreneur. Other qualities such

as technical knowledge, practical experience in the line of business or product, clarity of decisions, managerial competence, planning orientation and institution building capabilities should be possessed (Olajide 2004).

(Ukwu 2013) explained that unemployment remains one of the serious problem facing Nigeria and Government does not seems to understand the real magnitude of the challenge which creates the impression that solution is not in sight. The unemployment crises in Nigeria is as a result of rapid growth in population, rural -urban migration, wrong perception of policy making, lack of employable skits and lack of empirical training in the curricula of higher institutions (Fnae, Adeniyi & Adu 2008, Okafor 2011, Kakwagh & Ikwaba 2010).

Nigerian University Education has grown in leaps and bounds. This is particularly noticeable owing to the emergency private and state Universities in the country which has rapidly increase the turnout of university graduates resulting to severe graduate unemployment. Similarly, Bakare (2011) informs that since early eighties, urban unemployment has assumed an alarming dimensions and a crisis proportion with millions of able-body persons who are willingly to accept jobs at the prevailing wage rates are unable to find placement.

According to Fajana (2006), he explained that Unemployment is a situation where people who are willing and capable of working are unable to find suitable paid employment. In addition graduate unemployment therefore refers to the unemployment among people who had graduated from tertiary institutions and who are qualified to work but do not work at any given point in time (Akinyemi, Ofen & Kuenomore 2012). Furthermore, (Fnae, Adeniyi & Adu 2008) pointed that thousands of graduates that are turned out every year end up roaming the street for years without any hope of securing paid employment even after sacrificing one year to serve their father-land through National Youth Service Corps Scheme. This crisis leads to several social problems such as frustration, depression, hostility, arm robbery, ethnic militia, poverty, sickness and criminal behavior (Egbina 2001).

In Nigeria, entrepreneurship has become important issue because of the quest of government to develop the economy. Governments at various levels in Nigeria are now making efforts with other converted agencies to train people on simple skills to manage successful enterprises especially in Home Economics related fields.

Anyakoha (2006) pointed out that towards this, a lot of seminars, workshops and other training programs have been organized to create opportunities for people to acquire basic entrepreneurial skill such as those related to Home Economics like: Tailoring and fashion Design, Catering (outdoor and indoor), Interior Decoration, Cloth Weaving, Hat Making, Bead Making,

Indigenous Textile Production (*Adire, Aso oke and kente*).

On yearly basis, thousands of graduates are turned out with no jobs and the few that are self-employed experience multi-facet challenges that inhibit business success and discourage motivation to establish a new business. It is on this that influence of entrepreneurial personality traits on Home Economics undergraduate students was assessed.

Purpose of the Study

The major purpose of the study was to investigate the influence of entrepreneurial personality traits of Home Economics Undergraduate students on their future plans in the study area.

Specifically, the Study:

1. Examined entrepreneurial personality traits of Home Economics students in University of Ilorin, Ilorin, Kwara State.
2. Assessed future plan of the respondents after graduation.
3. Investigated the influence of entrepreneurial personality traits of Home Economics students on their future plan in the study area.

Research Questions

Three research questions were used to guide the study and these are:

1. What are the entrepreneurial personality traits of Home Economics Students in the study area?
2. Does personality entrepreneurial traits have influence on Home Economics students in the study area?
3. What is the extent of entrepreneurial personality traits on future plan of the respondents?

Methodology

Scope of the Study: The study was conducted in the University of Ilorin, Ilorin, Kwara State. The university has four campuses in which the study was carried out in the permanent site where the department is situated.

Sample of and sampling technique: Multistage sampling technique was used to select eighty-four Home-Economics and Food Science undergraduate students from University of Ilorin. Twenty four (24) Home-Economics and 48 Food Science undergraduate students from the study area were selected. Home-Economics undergraduate students of three (3) levels (200L-400L) of 2013/2014 session was sampled. They comprised of 200 level, four (4) students, 300 level,

eight (8) students, and 400 level, twelve (12) students respectively. In Food Science option, the total of Forty- eight (48) students: 200 level, eight (8) students, 300 level, sixteen (16) students and 400 level, twenty-four (24) students were sampled.

Research Instrument: Both primary and secondary data were used for this study. Primary data were collected from the students using Granger and Sterling (2012) Entrepreneurship Personal Assessment scale Questionnaire of Strongly agree (4 points), Agree (3 points), Disagree (2 points) and Strongly Disagree (1 point). These scores were for each item and the mean score was obtained. Therefore, a score of 2.50 was used as a cut-off or decision rule for agreed and strongly agreed with the items. Any mean value below 2.50 was taken as disagree and strongly disagree. The questionnaire was validated by two lecturers from University of Ilorin, Home Economics and Food Science Department and one other lecturer in Department of Statistics. Questionnaire was administered to only Seventy two categorized students in the department. The questionnaire was collected immediately to avoid mutilation. Descriptive statistical tools of frequency count, percentage and mean were used.

Results and Discussion:

Table1: Entrepreneurial Personality Traits of the Respondents.

N=72			
S/N	Statement	Mean	Remarks
1.	Passion: My passion for the subject motivate me all the times when everyone else tells me to quit	2.70	Agree
2.	Resilience: Resilient and strive off negativity anytime it arises during Home Management practical	3.00	Agree
3.	Strong sense of self: I believe that numerous problems will be overcome since I made up my mind to offer the course	3.20	Agree
4.	Flexibility: I adapt to changes and challenges at any point in time since the subjects involved many aspects	2.80	Agree
5.	Vision: I am able to see future before it happen	3.16	Agree

Source: Field Survey(2014)

Table 1 items 1-5 showed entrepreneurial personality traits of the respondents. The Table indicated that all the items were scored above 2.50 cut-off. The score of respondents who possessed passion (2.70), resilience (3.00), Strong sense of self (3.20), Flexibility (2.80) and vision (3.26). This implied that all the respondents agreed that the possessed entrepreneurial personality traits.

Influence of Entrepreneurial Personality Traits of Home Economics Undergraduate Students

From the table, findings showed that all the respondents agreed that they possessed entrepreneurial personality traits. This is in line with Deakins and Freels (2009) that pointed out that passion, resilience, strong sense of self, flexibility and vision have influence on nascent (pre-start) entrepreneurs. In addition, they concluded that these traits will combine to influence the extent to which individual is prepared to recognize and explore opportunities.

Table2: Influence of Entrepreneurial Personality Traits on the Respondents.

N=72			
S/N	Statement	Mean	Remark
1	I possess the ability to get along and work well with other student	3.14	Agree
2	I take responsibilities for my courses and assignment	3.09	Agree
3	I manage to utilize my time well in the classrooms	3.27	Agree
4	I get excited when new opportunities and projects present themselves	2.66	Agree
5	I have the ability to make decision quickly	3.43	Agree
6	I possess ability to work on numerous task at the same time	3.43	Agree
7	I set goals for myself and meet them	3.35	Agree
8	I am talented at finding new way of doing things	3.18	Agree
9	I am self motivated just for the passion I have for the subject	3.32	Agree
10	I possess the ability to look for ways to acquire new skills that will enable me grow both as a student and an entrepreneur	3.00	Agree

Source: Field Survey (2014)

Table 2 indicated the influence of entrepreneurial personality traits on the respondent. The mean scores of the respondents are greater than 2.50 cut off. This implied that all the respondents agreed that entrepreneurial personality traits had influence on them.

In addition table 2, indicated the mean scores of influence of entrepreneurial personality traits on the respondents agreed that there are some entrepreneurial personality traits that influence them. No wonder Arowomole and Oyedokun (2006) viewed entrepreneurship as an undertaking in which one is involved in with purpose. Obatan (2005) sees it as the process of creating something new and assume the risks and rewards thereof and also thought of as the act of managing both small and large organization with a view to creating satisfaction on both sides. In addition, Opara (2006) and Olagunju (2008) viewed entrepreneurship as the willingness and ability of an individual to seek out investment in an environment and be able to establish and run it successfully.

Table3: Influence of Entrepreneurial Personality Traits on the Future plan of the Respondents.

S/N	Statement	N=72	
		F	%
1	I will enroll for higher degree programme	20	23.30
2	I will be self-reliance after completion of my course	32	38.10
3	I will travel abroad for a living to acquire more skills to use my psycho motor domain effectively	14	16.67
4	I will secure job in Nigeria, in a private or public organization	10	11.90
5	I will marry and I have my own children before embarking on any enterprise or job for more effectiveness on their profession	8	9.52

Source: Field Survey (2014)

Presented in Table 3 was the influence of entrepreneurial personality traits on future plan of the respondents. The result indicated that 20 (23.80%) of the respondents will enroll for higher degree programme, 32 (38.10%) of the respondents will be self-reliant after completion of programme. In addition, 14(16.67%) of the respondents will travel abroad to acquire more skills to use my psycho motor domain respectively, 10(11.90%) will secure job in Nigeria with private or public organization to start life, while 8(9.52%) will marry and have their own children before embarking on any enterprise at all for more effectiveness on their profession.

The findings revealed the influence of entrepreneurial personality traits on future plan of the respondents. Due to unemployment in the society, education now tends towards self-reliance. The majority of the respondents agreed that after graduation they will set up their business while some other respondents had plan to work in a private or public organization to raise capital to start-up their business. According to Fajana (2006), he pointed out that the situation in Nigeria is that many people are willing and capable of working but unable to find suitable paid job. This arises because Nigerian University education have grown in leaps and bounds owing to the emergence of private and state universities in the country which has rapidly increase in turning out of large graduates every year.

Conclusion

Conclusively, having University degree is an investment opportunity for profitable returns therefore, the student indulge in self-motivation to use their psycho motor domain effectively. This will prompt them to generate innovative business ideas such as improving on products or service that is already in the market or create something new by adding value. The opportunity of being in the

University is also to identify course mates, friends or family members whom one can share the same business vision, team work and pull resources together to form joint ventures. All over the world, policy makers recognize the importance of entrepreneurship to economic development especially among small and medium scale industries and committedly support the sector. Nigerian Government should however intensify more actions in favour of job creation and provide adequate and functional infrastructural facilities to enhance more business start-up and success.

Recommendations

Based on the findings, it was recommended that:

1. The department under study needs to include more entrepreneurial courses in their curriculum to equip the students with more entrepreneurial skills.
2. Entrepreneurship courses should be introduce as compulsory courses for all students irrespective of their field of study.
3. There should be collaboration between Home-Economics department and the Management Sciences to facilitate more skills needed for enterprise creation.
4. The department should also identify successful entrepreneurs who can act as role models for the students and organize special lectures/workshops to trigger entrepreneurial spirit training in them to prepare them for leadership roles in their future plan.

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