

## Development of the scale to measure entrepreneurial behaviour of women entrepreneur

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### ABSTRACT

To develop a scale to measure entrepreneurial behaviour of women entrepreneur eighteen components were selected as behavioural characteristics of women entrepreneur. With the help of judges who were experts in different field the responses about relevancy were received. Judges supported the relevancy of ten items out of eighteen items. The finalised scale included ten components along with the scale values based on judges rating. The reliability and validity of the scale revealed highly significant values, hence the scale is valid and reliable to measure the entrepreneurial behaviour of women entrepreneur.

**KEY WORDS :** Women entrepreneur, Entrepreneurial behaviour

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Entrepreneurship is an attempt to create value through recognition of business opportunity, the management of risk-taking appropriate to the opportunity and through the communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition (Khanka, 2000).

The entrepreneurs must possess the following important qualities: (a) capacity to assume risk and possessing self confidence, (b) technological knowledge, alertness to new opportunities, willingness to accept change and ability to imitate, (c) ability to Marshall resources and (d) ability of organization and administration (Tandon, 1975).

A new approach is necessary to study the behaviour of women entrepreneur leading to their economic improvement. The present study was therefore designed to fill up this lacuna in the field of entrepreneurship of women with the following objectives: to collect the information regarding entrepreneurial behaviour characteristics of women entrepreneurs and to device an entrepreneurial behaviour scale to measure the entrepreneurial behaviour of women entrepreneur.

### RESEARCH METHODS

Development of entrepreneurial behaviour scale for women entrepreneur was attempted by using the normalised rank approach recommended by Guilford (1954).

In order to determine the reliability of the scale Test-retest type method was used.

Validity of the scale was measured by two types of validity test, namely, (1) content validity and (2) criterion validity. Criterion validity was measured by comparing the entrepreneurial behaviour scores with scores based on the annual income of the respondents.

### RESEARCH FINDINGS AND DISCUSSION

Results indicated that eighteen items were selected as possible components of the entrepreneurial behaviour scale. The components were selected on the basis of review of literature. It is revealed from the findings that one hundred and eighty judges twenty each from different fields were requested to indicate whether each of the components sent to them was relevant and suitable for inclusion in the scale to measure entrepreneurial behaviour of women entrepreneur. The respondents were finally received from one hundred and fifty judges.

List of percentage relevancy of eighteen possible components judged by one hundred and fifty judges is given in Table 1. It indicates that judges had given the opinion about each component of the entrepreneurial behaviour scale regarding relevant and not relevant components. Items with 75 per cent (and above) relevancy were selected for the final list of scale. The judges supported the relevancy of ten components, out of eighteen items namely (1) Knowledge of the enterprise, (2) Risk taking ability, (3) Decision making ability, (4) Information seeking, (5) Innovativeness (6) Leadership, ability, (7) Ability to co-ordinate entrepreneurial activity,

**Table 1: Percentage relevancy of the eighteen items judged by the judges**

| Items  | Relevant |       | Not relevant |       |
|--|----------|-------|--------------|-------|
|  | Number   | %     | Number       | %     |
| 1. Innovativeness                                  | 113      | 75.33 | 37           | 24.67 |
| 2. Approach to planning                            | 68       | 45.33 | 82           | 54.67 |
| 3. Ability to co-ordinate entrepreneurial activity | 128      | 85.33 | 22           | 14.67 |
| 4. Achievement motivation                          | 131      | 87.33 | 19           | 12.67 |
| 5. Family business background                      | 71       | 47.33 | 79           | 52.67 |
| 6. Decision making ability                         | 143      | 95.33 | 07           | 04.67 |
| 7. Information seeking                             | 126      | 84.00 | 24           | 16.00 |
| 8. Flexibility                                     | 55       | 36.67 | 95           | 63.33 |
| 9. Assistance of management service                | 117      | 78.00 | 33           | 22.00 |
| 10. Cosmopoliteness                                | 114      | 76.00 | 36           | 24.00 |
| 11. Independent in thought and action              | 75       | 50.00 | 75           | 50.00 |
| 12. Knowledge of enterprise                        | 146      | 97.33 | 04           | 02.67 |
| 13. Risk taking ability                            | 144      | 96.00 | 06           | 04.00 |
| 14. Respect for work                               | 66       | 44.00 | 84           | 56.00 |
| 15. Leadership ability                             | 120      | 80.00 | 30           | 20.00 |
| 16. Knowledge of the world                         | 43       | 28.67 | 107          | 71.33 |
| 17. Managerial competence                          | 51       | 34.00 | 99           | 66.00 |
| 18. Self-confidence                                | 90       | 60.00 | 60           | 40.00 |

(8) Achievement motivation, (9) Assistance of management service, (10) Cosmo politeness. Eight items were not relevant thus eliminated from the final list of scale items.

Table 2 gives ten scale items along with scale values as per their ranking. Another set of 50 judges was used to rank relevant scales supported by first set of 150 judges. The table shows that out of ten scale items, innovativeness obtained 1<sup>st</sup> rank with scale value 9.25, followed by risk taking ability, decision making ability and leadership ability obtained 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> ranks with scale values 7.13, 6.89 and 5.15 scale values, respectively. It was also found that cosmopoliteness component obtained last rank (10<sup>th</sup>) with scale value

of 0.58. Application of test-retest reliability revealed co-efficient of correlation of two sets of scores, was 0.97 and co-efficient of correlation between two sets of the individual items of the scale varied from 0.59 to 0.966 which was found highly significant.

The scale is supposed to have content validity as the items selected in scale were based on an extensive literature and the opinion of the panel of 150 judges. Co-efficient of correlation between entrepreneurial behaviour index scores and scores based on annual income of twenty women entrepreneur was 0.526 and it was found to be highly significant revealing the criterion validity of the developed scale.

**Table 2: Scale values of selected ten items**

| Items                               | Scale value | Ranks |
|-------------------------------------|-------------|-------|
| 1. Innovativeness                   | 9.25        | 1     |
| 2. Risk taking ability              | 7.13        | 2     |
| 3. Decision making ability          | 6.89        | 3     |
| 4. Leadership ability               | 5.15        | 4     |
| 5. Achievement motivation           | 4.96        | 5     |
| 6. Knowledge of the enterprise      | 4.77        | 6     |
| 7. Information seeking              | 4.63        | 7     |
| 8. Ability to co-ordinate           | 4.02        | 8     |
| 9. Assistance of management service | 1.42        | 9     |
| 10. Cosmopoliteness                 | 0.58        | 10    |

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