

Study of Entrepreneurial Perception, Attitude, Competency and Self-Efficacy among Small Scale Saudi Entrepreneurs in Jeddah City

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Abstract

Entrepreneurship has gained more importance in worldwide, currently in shooting up the economic status of the individual and nation. At the same time, it's a known fact that, all entrepreneurs are not travelling in success path, as many factors are to be considered and dealt parallelly to make their business a successful one. This paper deals about the Jeddah city - small scale entrepreneurs with regards to their perception, attitude, competency and self-efficacy, with regards to gender differences. So to explore their efficiency with their success rate, this study undertook data from around 250 SME entrepreneurs in Jeddah City. Pilot Study was undertaken to test the validity and reliability of the questionnaire. Convenient sampling was adopted to collect the data from the respondents. And reliable statistical tools were incorporated to analyze and evaluate the data in finding out the level of existence of entrepreneurial talents, existing among them. This article investigated and lime lighted many supporting factors that advances the growth and development of the entrepreneurs. Based on the research findings, the required changes in characters of entrepreneurs can be identified and further efforts can be taken to fill these gaps, with the help of supporting / training/ government agencies. The ultimate benefit of this study will be attained only if the SME entrepreneurs know their ability and thereby to advance their career with updating talents and technologies.

Keywords: Entrepreneurship, perception, attitude, competency and self-efficacy.

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I INTRODUCTION

The term entrepreneur was derived from the France word "entreprenra" which means "to undertake". In 1725, this word was initially brought into economics by the social scientist - Richard Cantillon.

Entrepreneurship plays a vital role in boosting the economy of the individual and the nation. Entrepreneurial competency is the factor, which plays a major role in bring up the success of the business (Siwan Mitchelmore: 2013). On the other side, the entrepreneurial ability and perceptions (Esther Hormiga : 2009) with positive approach leads to the fact of "Success"

As the society faces massive global challenges, we can say that Entrepreneurship is the

most imperative concept of today. In general, Innovation and entrepreneurship paves a frontward way to solve the global challenges of this century, either by building sustainable development, creating jobs, generating renewed economic growth and advancing human welfare.

Entrepreneurial attitude and perception, the societal change agent and an immense enabler of all sectors, paves a way forward in solving the universal challenges of 21st century (HBR: 2015: **Surmounting Business Challenges**). Though the perspective vary around the world dramatically, entrepreneurship can furnish the people to proactively grab their business opportunities still, based on local environments and cultures. (Rachel S.Shinnar et.al. : 2012)

By making entrepreneurial competencies available to the youths (**Thresi Varghese: 2012, S.A. Vasantha Kumara:2010**) and existing business people, each and everyone can prepare the next wave of entrepreneurs to enable, to lead and shape the businesses and local communities. Thus, the time to act is now and it is time to more adequately develop entrepreneurial skills, attitudes and self efficacy among SS business entrepreneurs of Jeddah City, Saudi (**Francisco Linan: 2008**).

With this idea beneath, this research title is opted, to assess the prevailing entrepreneurial attitude and perception among the small scale business entrepreneurs, Jeddah city (**Edward Burton:2016**). In recent days, its noted that the involvement towards their business, rate of providing customer service and focus on sales was shrunked to a greater extent, which is due to the lack of interest and stumpy intention and attitude to satisfy their customers (**Andreas Strobl:2012**). So this study, might help us to identify the factors to influencing and elevating the entrepreneurial perception, attitude, self efficacy and potentiality within them (**Shofia Amin:2018**), so as to hike the /manufacturing/ sales and thereby to augment the economy of the nation.

II AIM

To investigate the entrepreneurial perception and attitude prevailing among the Small scale Saudi entrepreneurs towards their business, with special reference to self efficacy and competencies possessed by them, across the Jeddah City.

III RESEARCH OBJECTIVES

- To recognize the existing entrepreneurial attitude and perception among the small scale Saudi entrepreneurs, Jeddah city
- To document and review the level of self-efficacy and competencies prevailing among them.

IV SIGNIFICANCE OF THE STUDY

This study has the prospective to promote

further research in many areas which can bear further exploration. To endorse higher accuracy, the study can be replicated with a higher sampling frame and thereby to compare the results with those in this study. Future research should further explore and develop an appropriate model for making the entrepreneurs to exhibit their entrepreneurial attitude and Self efficacy, still more effectively (**Jose Luis Martinez Campo: 2010**).

This study helps in assessing the existing SSE entrepreneurs' talent proficiency (**Brain Leavy: 2018**) and thereby to enhance it, still in terms of handling business, earning more profit (**Wang, Yong: 2004**) etc. Periodic review of the attitudinal changes towards their business is to be done according to the changing trends.

V REVIEW OF LITERAURE

STUDIES RELATED TO ENTREPRENEURIAL SELF EFFICACY & INTENTION

The factors like self-efficacy, intention, drive for motivation, panic for failure was compared by **AdlahAlessa (2018)**, about starting business ventures in Saudi. The similarities and dissimilarities existing among a pair of cites, groups, genders & existing entrepreneurs of Saudi were identified, using Inductive content analysis. Eight interviews (4- Male & 4-female entrepreneurs) was organised for data collection, both in Riyadh and Jeddah. A Descriptive study was developed through observations and interviewees. Results showed that the motivation to be one's boss is higher in Riyadh, than that persists in Jeddah ($p=0.024$) while the self-efficacy is found higher in Jeddah. As regards to intention, no major difference was found between region and gender.

STUDIES RELATED TO ENTREPRENEURIAL COMPETENCIES

The association between business performance of entrepreneurs' and their competencies beside social norms was analyzed. **Mahtab Barazandehet.al., (2015)**, opined that

that the entrepreneurs of this epoch are to be highly competent and skilful than in olden days. So the authors used the data of GEM; collected in 2010 and 125 cases were chosen from almost 59 affiliated countries. Confirmatory factor analysis proved that societal image provides a high benchmark standard toward entrepreneurs. Results showed that entrepreneurial abilities acts as a standard for measuring entrepreneurial competencies while the entrepreneurial personality standard was lowered. Added, the dependent factors “performance”, growth and innovation lingered as a more influential measure than export. Ultimately, the results revealed that the prevailing positive effect of entrepreneurial competencies on business concert was support by the social norms.

STUDIES RELATED TO ENTREPRENEURIAL FACTORS

Factors determining the business start-up in Saudi, was assessed by **Abdul Rahim et.al., (2017)**. Based on GEM, data was obtained from 2000 Saudis, and analyzed multiple - individual factors; categorizing into four sets (a) financial ANALYSIS AND INTERPRETATION

OBJECTIVE 1:

ANALYSIS :1 / ONE WAY ANOVA

1. Gender of the respondents

Male () Female () Transgender ()

2. What is your perception level of entrepreneurial characteristics?

Entrepreneurial Intention	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am ready to do anything as a entrepreneur					
My professional goal is to be an entrepreneur					
I will put forth all efforts to start and run my own business					
I have the determination to create a business venture in the future					
If I am an entrepreneur, I would be more innovative & artistic					
Myself to be an entrepreneur, I should possess guts and self confidence					

resources (b) social legitimacy (c) entrepreneurial personality (d) entrepreneurial competencies. It was found that the sex category and education acts as intervening variables that influences the relationship while age is considered as a control variable. The study concluded that: Out of ten proposition statements, say: income, fear of failure, perception of high status and knowledge regarding other entrepreneurs - alone have a positive relationship with the business start-up.

VI RESEARCH METHODOLOGY

This research is to hurl light over the entrepreneurial perception among Saudi SSE entrepreneurs, by constructing a valid structured questionnaire Its outcome is expected to explore the degree of entrepreneurial traits and self efficacy possessed and thereby to map their competencies to do a successful business. A sample of 250 was considered for further analysis and interpretation and Descriptive Research Design was adopted as the information collected was statistically inferred on the population.

Myself to be an entrepreneur, I should have self motivated					
Myself to be an entrepreneur, I need to be more aggressive at times					
Myself to be an entrepreneur, I should work hardly					
My achievement cognition					
I am ready for change management					
I am proactive towards future					
Ability to have Confrontation Tolerance					

Null Hypothesis: There is no significant difference in gender and perception level of entrepreneurial characteristics.

Alternative Hypothesis: There is a significant difference in gender and perception level of entrepreneurial characteristics.

Table 1
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I am ready to do anything as an entrepreneur	Between Groups	.433	1	.433	.553	.458
	Within Groups	194.111	248	.783		
	Total	194.544	249			
My professional goal is to be an entrepreneur	Between Groups	16.508	1	16.508	12.796	.000
	Within Groups	319.928	248	1.290		
	Total	336.436	249			
I will put forth all efforts to start and run my own business	Between Groups	1.694	1	1.694	1.810	.180
	Within Groups	232.182	248	.936		
	Total	233.876	249			
I have the determination to create a business venture in the future	Between Groups	5.662	1	5.662	6.473	.012
	Within Groups	216.914	248	.875		
	Total	222.576	249			
If I am an entrepreneur, I would be more innovative & artistic	Between Groups	.490	1	.490	.818	.367
	Within Groups	148.586	248	.599		
	Total	149.076	249			
Myself to be an entrepreneur, I should possess guts and self confidence	Between Groups	.726	1	.726	1.004	.317
	Within Groups	179.374	248	.723		
	Total	180.100	249			

Myself to be an entrepreneur, I should have self motivated	Between	1.369	1	1.369	1.816	.179
	Groups					
	Within Groups	187.031	248	.754		
	Total	188.400	249			
Myself to be an entrepreneur, I need to be more aggressive at times	Between	18.332	1	18.332	28.985	.000
	Groups					
	Within Groups	156.852	248	.632		
	Total	175.184	249			
Myself to be an entrepreneur, I should work hardly	Between	.590	1	.590	.654	.420
	Groups					
	Within Groups	223.606	248	.902		
	Total	224.196	249			
My achievement cognition	Between	9.176	1	9.176	9.966	.002
	Groups					
	Within Groups	228.348	248	.921		
	Total	237.524	249			
I am ready for change management	Between	17.739	1	17.739	15.970	.000
	Groups					
	Within Groups	275.477	248	1.111		
	Total	293.216	249			
I am proactive towards future	Between	19.875	1	19.875	17.186	.000
	Groups					
	Within Groups	286.801	248	1.156		
	Total	306.676	249			
Ability to have Confrontation Tolerance	Between	9.822	1	9.822	16.004	.000
	Groups					
	Within Groups	152.194	248	.614		
	Total	162.016	249			

INTREPRETATION

The above table shows that; I am ready to do anything as an entrepreneur have a significant value of 0.458, I will make every effort to start and run my own business have a significant value of 0.180, If I am an entrepreneur, I would be more innovative & Creative have a significant value of 0.367, If I am an entrepreneur, I need to have guts and self confidence have a significant value of 0.317, If I am an entrepreneur, I should have self-motivated have a significant value of 0.179, If I am an entrepreneur and I would need to work hard have a significant value of 0.420 which is greater than 0.05. So, we accept null hypothesis and reject

alternative hypothesis at 5% significant level and proved that there is no statistically significant difference in gender and perception level of entrepreneurial characteristics.

My professional goal is to be an entrepreneur, Myself to be an entrepreneur, I need to be more aggressive at times, I am ready for change management, I am proactive towards future and ability to have Confrontation Tolerance have a high significant value of 0.000 followed by I am determined to create a business venture in the future have a significant value of 0.012 and My achievement cognition have a significant value of 0.002 which is less than the 0.05. So, we reject

null hypothesis and accept alternative hypothesis at 5% significant level and proved that there is a statistically significant difference in gender and

above mentioned perception level of entrepreneurial characteristics.

OBJECTIVE 1:

ANALYSIS 2: ONE WAY ANOVA:

1. Gender of the respondents

Male () Female () Transgender ()

2. What is your level of attitude towards becoming an entrepreneur?

Level of Attitude	Acceptable	Slightly Acceptable	Neutral	Slightly Unacceptable	Unacceptable
Being an entrepreneur implies more advantages than disadvantages to me					
A career as an entrepreneur is totally attractive to me					
If I had the opportunity and resources, I would like to start a business					
Amongst various options, I would rather be an entrepreneur					
Being an entrepreneur would give me great satisfaction					

Null Hypothesis: There is no significant difference in gender and level of attitude towards becoming an entrepreneur.

Alternative Hypothesis: There is a significant difference in gender and level of attitude towards becoming an entrepreneur.

Table 2
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Being an entrepreneur implies more advantages than disadvantages to me	Between Groups	19.312	1	19.312	26.365	.000
	Within Groups	181.652	248	.732		
	Total	200.964	249			
A career as an entrepreneur is totally attractive to me	Between Groups	.400	1	.400	.559	.455
	Within Groups	177.444	248	.716		
	Total	177.844	249			
If I had the opportunity and resources, I would like to start a business	Between Groups	7.417	1	7.417	4.448	.036
	Within Groups	413.499	248	1.667		
	Total	420.916	249			

Amongst various options, I would rather be an entrepreneur	Between Groups	38.531	1	38.531	23.105	.000
	Within Groups	413.585	248	1.668		
	Total	452.116	249			
Being an entrepreneur would give me great satisfaction	Between Groups	6.612	1	6.612	5.635	.018
	Within Groups	290.988	248	1.173		
	Total	297.600	249			

INTREPRETATION

The above table shows that; A career, dreamt as an entrepreneur is utterly attractive to me have a significant value of 0.455 which is greater than 0.05. So, we accept null hypothesis and reject alternative hypothesis at 5% significant level and proved that there is no statistically significant difference in gender and level of attitude.

Being an entrepreneur implies more advantages when compared with its disadvantages. In my perspective amongst the various available options,

I would rather be an entrepreneur have a high significant value of 0.000 followed by If I had the opportunity and resources, I would like to start a business have a significant value of 0.036 and Being an entrepreneur would give me great satisfaction have a significant value of 0.018 which is less than the 0.05. So, we reject null hypothesis and accept alternative hypothesis at 5% significant level and proved that there is a statistically significant difference in gender and level of attitude.

OBJECTIVE 2:

ANALYSIS: 3/ LINEAR REGRESSION

1. Marital Status

Married () Single () Divorced () Widower ()

2. How will you review your level of self-efficacy and competencies on the following constructs?

Factors	Essential	High Priority	Medium Priority	Low Priority	Not a Priority
Risk Taking Abilities					
Creativity & Innovation					
Leadership, Goal Setting, Focus & Management Skills					
Financial Control Ability					
Marketing and selling skills					
Achievement in business					
Pro Activeness & Self Control					
Self Esteem					
Intrinsic Curiosity to learn					
Networking & Decision Making Skills					
Perseverance, Problem Solving & Logical Skills					
Engaging Customers, Employees, Stakeholders					

etc					
Technical & Practical Knowledge					
Time Management Ability					
Positive Attitude and Behaviour					
Perception & Anticipation to adopt new technologies					
Value Creation & Risk Management Abilities					

Null Hypothesis: There is no significant difference in marital status and level of self-efficacy and competencies.

Alternative Hypothesis: There is significant difference in marital status and level of self-efficacy and competencies.

Table 3
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.945	.082	.6784

Table 4
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.077	17	1.063	2.310	.003 ^b
	Residual	106.787	232	.460		
	Total	124.864	249			

Table 5
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.599	.250		6.400	.000	1.106	2.091
Risk Taking Abilities	-.107	.079	-.168	-1.358	.176	-.262	.048
Creativity & Innovation	.047	.160	.051	.296	.768	-.268	.363
Leadership, Goal Setting, Focus & Management Skills	.047	.089	.074	.531	.596	-.128	.223
Financial Control Ability	.010	.145	.013	.067	.946	-.275	.295
Marketing and selling skills	-.114	.065	-.178	-1.749	.082	-.243	.014
Achievement in business	.003	.161	.004	.019	.985	-.314	.320
Pro Activeness & Self Control	.391	.116	.352	3.379	.001	.163	.620
Self Esteem	-.089	.086	-.119	-1.040	.299	-.258	.080
Intrinsic Curiosity to learn	-.153	.104	-.172	-1.468	.143	-.359	.052
Networking & Decision Making Skills	-.230	.077	-.283	-2.974	.003	-.382	-.078
Perseverance, Problem Solving & Logical Skills	.132	.077	.165	1.729	.085	-.018	.283
Engaging Customers, Employees, Stakeholders etc	.172	.072	.259	2.382	.018	.030	.314
Technical & Practical Knowledge	.084	.052	.124	1.597	.112	-.020	.187
Time Management Ability	-.099	.071	-.155	-1.389	.166	-.239	.041
Positive Attitude and Behaviour	.037	.069	.055	.541	.589	-.099	.174

Perception & Anticipation to adopt new technologies	.032	.087	.041	.367	.714	-.140	.204
Value Creation & Risk Management Abilities	-.012	.097	-.013	-.125	.901	-.202	.178

technologies contributes statistically insignificant to the regression model [$p > 0.05$].

INTREPRETATION

Model Summary table provides R and R² values. The R value represents the simple correlation and it is 0.780, which indicates a high degree of correlation. The R² value indicates how much of the total variation in the dependent variable [level of self-efficacy and competencies], can be explained by the independent variable [Marital Status]. In this case, 94.5% can be explained, which is very large. The next table is the ANOVA table, which reports how well the regression equation fits the data (i.e., how well the independent variable predicts the dependent variable). Here, $p < 0.05$, and indicates that, overall, the independent variable statistically significantly predicts the dependent variable (i.e., it is a good fit for the data). The Coefficient table clearly shows that the Risk Taking Abilities, Pro Activeness, Engaging Customers, Employees, Stakeholders etc. & Self Control and Networking & Decision Making Skills contributes statistically significantly to the regression model [$p < 0.05$] followed by Creativity & Innovation, Leadership, Goal Setting, Focus & Management Skills, Financial Control Ability, Marketing and selling skills, Achievement in business, Self Esteem, Intrinsic Curiosity to learn, Perseverance, Problem Solving & Logical Skills, Technical & Practical Knowledge, Time Management Ability, Positive Attitude and Behaviour, Value Creation & Risk Management Abilities, Perception & Anticipation to adopt new

VII CONCLUSION

This study thus intended to study all the related factors of entrepreneurial success say: entrepreneurial self-efficacy, competencies, gender perception, determinant factors, Saudi Arabia's SME's, its related economic development etc. In the Kingdom of Saudi Arabia, despite the fact that the quantity of SMEs is continuously expanding, many existing business visionaries, because of specific issues and imperatives, can't build up their business. In view of the aftereffects of this examination, a few elements were recognized as in charge of obstructing independent company development and survival in Saudi Arabia. SMEs in Saudi Arabia can improve their prosperity rate and monetary commitment as these findings have conceivably critical ramifications for strategy creators and chiefs, where along with the government strategies should be streamlined and rearranged. Compelling coordination among every one of the services and organizations is fundamental and their accentuation ought to be more on results as opposed to on numerical targets. It can be concluded stating that the attitude, self-interest and motivation among the entrepreneurs of SME businesses towards the business environment are the indications for the economic development.

VIII RECOMMENDATIONS TO THE SME - ENTREPRENEURS

Through this part of the paper, the recommendations will be presented and described

as they relate to each question and in fact, these recommendations are made only based on the current results.

- Entrepreneurs can focus more on having partnership business in order to increase the capital, decrease the start-up costs and risk.
- Entrepreneurs can motivate themselves to start either the new business or expand the existing business in order to enjoy the long term benefits in a market.
- The absence of experience and management skills by the enterprises' owners, the status and techniques of entering the market and their incapability to estimate market share is considered as a serious issue so, the entrepreneurs may attend entrepreneurial programme before starting any business.

IX IMPLICATIONS AND AREAS FOR FUTURE RESEARCH

The researcher critically inspected the issue of Jeddah City, a part of Saudi Arabia's economic development, by using the secondary data coupled with field experience. This information from this study can be used to boost new business proprietors, which provides entrepreneurial advice. Having a partner with a high level of competency towards latest technology could also be more beneficial to future entrepreneurs. Other research work shows that training in mindfulness has an optimistic effect on perspective taking (Block-Lerner et al., 2007; Holzel et al., 2011). Strategy makers – such as governments, NGOs, and other stakeholders – can make stronger their SME entrepreneurs by introducing various promotional schemes that could result in entrepreneurial success, encouraging the expansion of SME businesses.

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