



**Relationship of Extraversion, Agreeableness and Entrepreneurial Self-Efficacy
among Undergraduate Students of Universities in Northwestern Nigeria**

By

Mohammed Ibrahim PhD

Department of Educational Psychology

Federal College of Education, Zaria

mohabra99@gmail.com

07037781215

And

Hassan Abubakar PhD

Department of Counselling, Educational Psychology and Human Development.

Taraba State University, Jalingo.

Abubakar.hassan81.ah@gmail.com

08036572423

Abstract

This work investigated the Relationship of Extraversion, Agreeableness and Entrepreneurial Self-Efficacy among Undergraduate Students of Universities in Northwestern Nigeria. Correlational research design was adopted. The population of this study was made up of thirty-four thousand and eighty-six (34,086) 300L undergraduate students in the seven (7) federal universities in Northwestern Nigeria. From the population of 34,086, the sample of 381 undergraduate students was drawn as recommended by research advisor (2006). Two instruments were used for this study. The instruments were Big Five Personality Inventory (BFI) and Entrepreneurial Self-Efficacy Inventory. The reliability measures were determined by the use of Cronbach's Alpha to established the internal consistency of the instrument. Big Five Personality Inventory had a reliability coefficient of .686 while Entrepreneurial Self-Efficacy Inventory had .896. Data collected were analyzed using inferential statistics. Specifically, Pearson Product Moment Correlation (r) was used to test all the hypotheses. The hypotheses were tested at 0.05 alpha level of significance. Finding revealed that significant positive relationship exists between extraversion and entrepreneurial self-efficacy ($r = .363, p = .000$); and agreeableness and entrepreneurial self-efficacy ($r = .342, p = .000$). The study concluded that significant positive relationship exists among extraversion, agreeableness with entrepreneurial self-efficacy. It was recommended that: Psychologists, Counsellors and teachers should sensitize students on personality trait, self-efficacy to enhance entrepreneurial skills and interest of the students in their academic endeavours; Universities should emphasize the importance of collaboration and teamwork in academic and entrepreneurial endeavors, as agreeableness is positively associated with both entrepreneurial self-efficacy and entrepreneurial interest

Keywords: Extraversion, agreeableness and entrepreneurial self-efficacy of undergraduate students.

Introduction

Self-efficacy, a concept introduced by psychologist Albert Bandura, refers to an individual's belief in their ability to perform specific tasks and achieve specific goals. Self-efficacy is defined as the perception about an ability for being an entrepreneur, and the belief of executing entrepreneurship roles and tasks successfully. Thus, individuals who feel higher self-efficacy are prone to be entrepreneurs. Self-efficacy is an explanatory variable that decides the power of intention as well as possibility of intention bridging to one's entrepreneurial activity that differentiates others from entrepreneurs. Yang (2014) reported mediating role of self-efficacy in the relationship between entrepreneurship education and entrepreneurial intention. Moon & Yang (2018) outlined that self-efficacy has a positive relationship with entrepreneurial motivation.

Self-efficacy is a person's belief in his/her ability to perform certain task (Bandura, 1997). This belief can be viewed as 'can do attitude'. De Noble *et al.* (1999) in their study found that many participants of their study raised that the most important critical issue they faced in start-up and developing a new company was 'can do attitude'. This attitude was regarded as the most important or critical factor contributing to the entrepreneurial success during the stage of start-up a company. De Noble *et al.* (1999) explain this in the concept of Entrepreneurial Self-Efficacy. They define Entrepreneurial Self-Efficacy as "a construct that measures a person's belief in their own abilities to perform on the various skill requirements necessary to pursue a new venture opportunity." There are six dimensions in the concept of Entrepreneurial Self-Efficacy developed by De Noble *et al.* (1999), including developing new product and market opportunities; building an innovative environment; initiating investor relationships; defining core purpose; coping with unexpected challenges; developing critical human resources.

The first dimension, developing new product and market opportunities, involves a person's belief to be able to create new products and to find opportunity, in order to have solid foundation to launch a venture. The second dimension, building an innovative environment, involves a person's belief to be able to encourage others or his/her team to try a new idea or to take innovative action. The third dimension, initiating investor relationships, involves a person's belief to be able to find sources of funding for their venture. The fourth dimension, defining core purpose, involves a person's belief to be able to be clear with his/her vision and to maintain the vision, and clarify it to his/her team and investors. The fifth dimension, coping with unexpected challenges, involves a person's belief to be able to tolerate and deal with ambiguity and uncertainty in the start-up entrepreneur. The sixth dimension, developing critical human resources, involves a person's belief to be able to recruit and retain important and talented individuals to be the members of the venture.

Certain personality traits are often associated with higher levels of self-efficacy. For example, individuals who possess traits such as extraversion, openness to experience, and conscientiousness tend to have higher self-efficacy beliefs. These traits are characterized by confidence, assertiveness, and a proactive approach to challenges, which contribute to an individual's belief in their ability to succeed in various tasks, including entrepreneurship. Though the dimensions of personality are beyond one's control, they strongly influence one's attitudes, expectations and assumptions and behaviour. Personality traits are the enduring set of characteristics a person demonstrates in day to day behaviour. Personality can be conceptualized as a set of personality traits which are dynamic, organized and generally enduring in nature.

Baum, Frese, and Baron (2014) posited that personality traits reflects individual's characteristics pattern of thoughts, feelings, and behaviours, which imply the consistency and stability over time. Personality trait according to Merriam-Webster Dictionary referred to a set of emotional qualities, ways of behaving that makes a person different from other people. It further described it as attractive qualities such as energy, friendliness, and humor that make a person interesting or pleasant to be with. While trait is view as a quality that makes one person different from another. Agbakwuru (2000) described personality traits as consistent differences between the behaviours and characteristics of two or more people. It is also defined as any distinguishable, relatively enduring way in which one individual varies from another. They are the consistent traits of an individual which make him different from other individuals. Personality traits are abstract concept which integrates aspects of what a person is like. These aspects include emotions, motivations, thoughts, experiences, perceptions, and actions.

The conceptual meaning of personality traits is multifaceted, encompassing a wide spectrum of internal, mental process that influence how a person acts across different situations. Personality traits reflect people's characteristic pattern of thoughts, feelings, and behaviours. Owuh (2011) defined personality traits as that which an individual really is, it is internal "something" that determine the nature of the person's interaction with the world. Traits are "habitual patterns of behaviour, thought, and emotion". One popular and extensively used personality trait model is Five Factor Model (FFM). These five factors are extraversion, agreeableness, conscientiousness, neuroticism (or its opposite pole, emotional stability), and intellect (or openness to experience) (Soto, 2018).

Extraversion include traits like being sociable, talkative, gregarious, assertive, active, ambitious and expressive (Barrick & Mount, 2011). They have a strong desire for social recognition, praise, power and status. Extraversion is associated with sub traits such as sociable, talkative, passionate, bold, and dominant (Colquitt, Le-Pine and Wesson, 2017). Extraverts are action-oriented, assertive and enthusiastic and are likely to say yes to opportunities (Friedman & Schustack, 2016). Extraversion includes trait such as sociable, outgoing, aggressive and full of energy. Extroverts can be divided into two types that are extroverts and introverts. Extroverts can get their energy from interacting with others while introverts will get their energy from within themselves (Costa & Mc Rae, 1992).

According to Mangal (2013) extroversion is characterized by breadth of activities (as oppose to depth), from external activities, energy creation from external means. The traits is marked by pronounce engagement with the external world. Extroverts enjoy interacting with people, and are often perceive as full of energy. They tend to be enthusiastic, action oriented individuals, they possess high group visibility, like to talk and assert themselves.

Extraversion is a comfortable feeling, easy to communicate with the environment, friendly, energetic and have positive emotions. A part from that, extraversion also has a passion and is an action-oriented individual and often receives and passes opportunities for self-satisfaction and likes to speak, stand firm and also more prominent when in the group. Introverts are individuals who have less enthusiasm, are not energetic and rarely engage in social activities. Introverting individuals are more silent, difficult to express emotions, meticulous and less dependent on the social world, in addition, introverts require privacy (Roberts & DelVecchio, 2010).

Agreeableness is the tendency to be compassionate and cooperative rather than suspicious and antagonist towards others. It consist of traits such as polite, flexible, naïve, helpful, supportive, merciful, kind and open-minded while tending to be generous, calm, trusting, truthful, and sincere. Agreeableness includes personality traits such as being courteous, trusting, flexible, cooperative, soft

hearted, forgiving, good natured, and tolerant (Barrick & Mount, 2011). Agreeableness has adjectives such as kind, cooperative, sympathetic, helpful, courteous, and warm. Agreeable individuals are willing to compromise their happiness for others benefit (Barrick & Mount, 2011). Disagreeable individuals prefer self-interest over getting along with others (Friedman & Schustack, 2016). Agreeableness refers to such traits as selflessness, good-natured, gentle, cooperative, flexible, tolerance, generous, sympathetic, courteous, and striving for common understanding and maintaining social affiliations, whereas students who are low in agreeableness are more aggressive, less cooperative and isolates. Agreeable people also have an optimistic view of human nature (Mangal, 2013). Agreeableness is an individual who values cooperation and a harmonious atmosphere. In addition, these groups are thoughtful, easy to be friends, generous, helpful and tolerant. They are also optimistic about human beings, in essence human beings are honest, trustworthy and courteous and agreeableness groups are favored by the surrounding community. Disagreeable is the type of people who are more concerned with their own interests than the interests of others. These people do not think about others, and they often feel suspicious, suspicious, hard-working and hard-working (Roberts & DelVecchio, 2010). Hu, Zicheng, Shiwen, Xiaoyu, Xinyue and Zehui (2017) studied the Sustainable Personality in Entrepreneurship: The Relationship between Big Five Personality, Entrepreneurial Self-Efficacy, and Entrepreneurial Intention in the Chinese Context. Survey data from 280 college students reveal that Emotional Stability, Conscientiousness, Extraversion, and Interpersonal Relationship affected entrepreneurial self-efficacy, thus playing an indirect impact on entrepreneurial intention. Also, Magdalena, Marzena and Anna (2021) investigated Personality Traits and the Sense of Self Efficacy among Nurse Anaesthetists. Regression analysis of the study showed that extraversion is most closely related to the sense of self-efficacy. Thomas (2021) asserted that extraversion is a trait that many will have come across in their own lives. Extroverts tend to have very public facing roles including areas such as sales, marketing, teaching and politics. Seen as leaders, extroverted people will be more likely to lead than stand in the crowd and be seen to not be doing anything. Findings by Moos and Visser (2018) indicated a correlation between self-efficacy and extraversion, conscientiousness, neuroticism, and openness to experience was found respectively, but no significant correlations exist between agreeableness and self-efficacy while Thomas (2021) lamented that people who exhibit high agreeableness will show signs of trust, altruism, kindness, and affection.

Statement of the Problem

It is expected that undergraduate students should exhibit high interest in entrepreneurial activities, participating in small, medium and large scale businesses with a view to becoming self-reliant after graduation. In Nigeria, despite its abundant human and natural resources, it is plagued with high rate of unemployment; close to 50 percent of her estimated 180 million population falls below the poverty line. The Nigerian Bureau of Statistics (NBS) from its data released in the 2020 revealed that about 53.40% of youths are unemployed. This has serious implication to national development as youths who are the bedrock of every society are unemployed. To address the problem of youth unemployment, Federal Government of Nigeria introduced various entrepreneurship and vocational education initiatives aimed at attracting the interest of young people to skill acquisition and boosting employment generation. In spite of efforts put in place by the government, yet teeming youths are still unemployed. Moreover, the researcher through his interaction with some students observed low interest in entrepreneurial activities this may be due to certain personality traits possessed by the students which hinders the development of efficacious belief. It was against this backdrop that the

researcher intends to carry out a study on relationship of extraversion, agreeableness and entrepreneurial self-efficacy among undergraduate students of universities in Northwestern Nigeria.

Objectives of the Study

The objectives of the study were to find out the:

1. relationship between extraversion and entrepreneurial self-efficacy among undergraduate students of universities in North-Western Nigeria.
2. relationship between agreeableness and entrepreneurial self-efficacy among undergraduate students of universities in North-Western Nigeria.

Research Questions

The following research questions guided this study:

1. What is the relationship between extraversion and entrepreneurial self-efficacy among undergraduate students of universities in North-Western Nigeria?
2. What is the relationship between agreeableness and entrepreneurial self-efficacy among undergraduate students of universities in North-Western Nigeria?

Hypotheses

The following hypotheses were formulated and tested:

H₀₃: There is no significant relationship between extraversion and entrepreneurial self-efficacy among undergraduate students of universities in North-Western Nigeria.

H₀₄: There is no significant relationship between agreeableness and entrepreneurial self-efficacy among undergraduate students of universities in North-Western Nigeria.

Methodology

This research employed correlational design. The population of this study was made up of thirty-four thousand and eighty-six (34,086) 300L undergraduate students in the seven (7) federal universities in Northwestern Nigeria. The universities are: Ahmadu Bello University, Zaria; Bayero University, Kano; Usmanu Danfodiyo University, Sokoto; Federal University Gusau; Federal University, Dutse Jigawa, Federal University, Dutsin Ma, Katsina and Federal University Birnin Kebbi. sample of 381 undergraduate students was drawn as recommended by research advisor (2006). The researcher used multi stage sampling process.

Two instruments were used for this study. The instruments were Big Five Personality Inventory (BFI) and Entrepreneurial Self-Efficacy. In order to establish the reliability of the instrument, Cronbach's Alpha was used. Big Five Personality Inventory had a reliability coefficient of .686 while Entrepreneurial Self-Efficacy Inventory had .896. The data collected were analyzed using inferential statistics. Means and standard deviations were used to answer research questions while Pearson Product Moment Correlation PPMC(r) was used to test the study hypotheses. The hypotheses were tested at a 0.05 alpha level of significance. SPSS version 25.0 was used for the analysis.

Results

H₀₁: There is no significant relationship between Extraversion and Entrepreneurial Self-Efficacy among undergraduate students of universities in North-Western Nigeria.

Table 1: Pearson Product Moment Correlation (r) Statistics on the Relationship between Extraversion and Entrepreneurial Self-Efficacy

Variable	N	Mean	SD	r	p
Extraversion	380	29.648	3.84	.363	.000
Entrepreneurial Self-Efficacy	380	137.581	17.44		

Table 1 reveals significant positive relationship exists between extraversion and entrepreneurial self-efficacy $r=.363$, $p = 0.000$. The correlation coefficient further implies that the higher the extraversion, the higher the entrepreneurial self-efficacy of students and vice-versa. Therefore, the null hypothesis which states that there is no significant relationship between extraversion and entrepreneurial self-efficacy among undergraduate students of universities in North-Western Nigeria is hereby rejected.

H0₂: There is no significant relationship between Agreeableness and Entrepreneurial Self-Efficacy among undergraduate students of universities in North-Western Nigeria.

Table 2: Pearson Product Moment Correlation (r) Statistics on the Relationship between Agreeableness and Entrepreneurial Self-Efficacy

Variable	N	Mean	SD	r	p
Agreeableness	380	31.607	3.71	.342	.000
Entrepreneurial Self-Efficacy	380	137.581	17.44		

Table 2 reveals significant positive relationship exists between agreeableness and entrepreneurial self-efficacy $r=.342$, $p = 0.000$. The correlation coefficient further implies that the higher the agreeableness, the higher the entrepreneurial self-efficacy of students and vice-versa. Therefore, the null hypothesis which states that there is no significant relationship between agreeableness and entrepreneurial self-efficacy among undergraduate students of universities in North-Western Nigeria is hereby rejected.

Discussions

The finding of this research indicated that significant positive relationship exists between extraversion and entrepreneurial self-efficacy. The implication for this is that social and assertive traits of extroverts foster confidence in networking and leadership. This finding corroborated with that of Hu, Zicheng, Shiwen, Xiaoyu, Xinyue and Zehui (2017) who studied the Sustainable Personality in Entrepreneurship: The Relationship between Big Five Personality, Entrepreneurial Self-Efficacy, and Entrepreneurial Intention in the Chinese Context. Survey data from 280 college students reveal that Emotional Stability, Conscientiousness, Extraversion, and Interpersonal Relationship affected entrepreneurial self-efficacy, thus playing an indirect impact on entrepreneurial intention. The finding is further corroborated with the finding of Magdalena, Marzena and Anna (2021) who investigated Personality Traits and the Sense of Self Efficacy among Nurse Anaesthetists. Regression analysis of the study showed that extraversion is most closely related to the sense of self-efficacy. The finding is also supported with the views of Thomas (2021), extraversion is a trait that many will have come across in their own lives. Extroverts tend to have very public facing

roles including areas such as sales, marketing, teaching and politics. Seen as leaders, extroverted people will be more likely to lead than stand in the crowd and be seen to not be doing anything.

Finding of this research indicated that significant positive relationship exists between agreeableness and entrepreneurial self-efficacy. This implies that cooperative and empathetic traits improve teamwork, fostering self-efficacy in entrepreneurial contexts. This finding disagrees with that of Moos and Visser (2018) who conducted a study on determining the relationship between entrepreneurial self-efficacy, personality and gender differences in South Africa. Result of the study revealed a correlation between self-efficacy and extraversion, conscientiousness, neuroticism, and openness to experience was found respectively, but no significant correlations exist between agreeableness and self-efficacy. Thomas (2021) views also supported the finding of this study, where he lamented that people who exhibit high agreeableness will show signs of trust, altruism, kindness, and affection. Highly agreeable people tend to have high prosocial behaviours which means that they're more inclined to be helping other people. Agreeable people tend to find careers in areas where they can help the most.

Conclusion

The study concluded that significant positive relationship exists among extraversion, agreeableness with entrepreneurial self-efficacy.

Recommendations

The following are recommended:

1. Psychologists, Counsellors and teachers should sensitize students on personality trait, self-efficacy to enhance entrepreneurial skills and interest of the students in their academic endeavours.
2. Universities should emphasize the importance of collaboration and teamwork in academic and entrepreneurial endeavors, as agreeableness is positively associated with both entrepreneurial self-efficacy and entrepreneurial interest.

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