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ENTREPRENEURIAL PERSONALITY TRAITS AND SUSTAINABILITY OF ENTREPRENEURSHIP IN DELTA STATE, NIGERIA

OGWUGWUA, QUEEN OSENWEOKWU
ogwugwuaqueen@gmail.com,

PROF. MBAH S.I
mbahstella3@yahoo.com

Department of Business Administration, Faculty of Management Sciences,
Chukwuemeka Odumegwu Ojukwu University Igbariam Campus Anambra State, Nigeria

Abstract

This study examined the effect of entrepreneurial personality trait and entrepreneurship sustainability in Delta State, Nigeria. The study adopted descriptive survey research design. The instrument used in this study was structured questionnaire. The population of this study consists of 5,500 entrepreneurs in Delta Stat. The statistical formula by Cochran was employed to determine the sample size of 384. Simple percentage analysis was used in analyzing research question. Hypotheses for the study were tested using simple regression analysis. The result from the findings revealed that extraversion trait has a significant positive effect on entrepreneurship sustainability (t = -4.699, p<0.05 and (β) of .178; openness to experience had significant positive effect on and entrepreneurship sustainability (t = -2.659, p000<0.05 and β) of.139) and agreeableness trait had a significant effect on and entrepreneurship sustainability in Delta State, Nigeria. The study examined personality trait and sustainability of entrepreneurship in Delta State, Nigeria. From the analysis it was discovered that extraversion trait has a significant positive effect on sustainability of entrepreneurship; openness to experience has a significant positive effect on sustainability of entrepreneurship and agreeableness trait has a significant effect on

sustainability of entrepreneurship in Delta State, Nigeria. Therefore, the study concluded that personality trait had a significant positive effect on sustainability of entrepreneurship in Delta State, Nigeria. Based on the findings, the study recommended that entrepreneurial personality should develop personality extroversion traits, the extroversion trait that will help to create more value for their entrepreneurial personality and for the long-term growth and sustainability of their business, entrepreneurs must hold openness to entrepreneurship sustainability that will boost the level of confidence of all their stakeholders (employees, customers, suppliers) have in them for business sustainability.

Keywords: Entrepreneurial, Personality trait, Sustainability, Entrepreneurship

Introduction

Entrepreneurship is a vital aspect of the business world for economic development. It plays a pivotal role in the economic growth of any country. Martijn, and Daan, (2017) provided an insight that entrepreneurship upraises the development of the entrepreneur, the enterprise and the country at large both industrially and economically by generating employment opportunities. Nowadays, the most crucial element of any nation is assumed to be economic stability and total well-being of her citizens. According to Boudreaux, Beugelsdijk, and Noorderhaven (2019) entrepreneurs produce many jobs for the jobless to reduce the burden of unemployment. Today, most countries have advanced in entrepreneurship by creating links with other economically progressive countries to boost their economy and create entrepreneurial opportunities. As a way of providing entrepreneurial assistance, developing nations always improvise various awareness campaigns to ensure their citizens and generations to come secure their future in a very convenient way. Yan and Guan, (2019), asserted that an entrepreneur is an individual who establishes a new business by bringing innovation, bearing most of the risks, and then enjoying rewards. Put in a similar way, Roundy, (2017), posited that the entrepreneur is one who seeks to take risks to generate profit and achieve an end goal. Putting all these together therefore we can say that the process of setting up a new business is called entrepreneurship.

In a similar context, entrepreneurial businesses and the initiators behind these undertakings are seen everywhere. In Delta state, for instance new breed of entrepreneurs and accelerators and

introducing diverse programs to attract innovative talent. Developing countries are also quite active, with nations experimenting in new ways to foster new enterprise formation. Despite the contribution of entrepreneurship and all of the government's support programs, entrepreneurship struggle to grow and, in many cases, unable to survive. Sustainability of entrepreneurship has been connected to the personality of the entrepreneur i.e. the owner of the business. The significance of the sustainability of entrepreneurship test also referred to as the big five personality traits to sustainability of entrepreneurship, growth and decision-making processes cannot be overlooked. The five factors that shape personality and make up the acronym OCEAN; are openness, conscientiousness, extraversion, agreeableness and neuroticism. According to Baum and Locke cited in Zhang, & Wu, (2014) the sustainability of entrepreneurship, profitability and survival of entrepreneurship are linked to the presence of these personality traits among entrepreneurs. Ciavarella, Carree, and Thurik (2004) in their study, asserted that overconfidence on the perspectives of entrepreneurs are regarded to have an effect on the sustainability of entrepreneurship. Entrepreneurial personalities, traits, talents, motivation, and other external related factors all contribute to sustainability of entrepreneurship. Several studies on sustainability of entrepreneurship and development have revealed that more than 40 unique traits, and abilities are associated to an entrepreneur's success, but the most indispensable among them are risk, tolerance, improvement and the will to succeed (Barricks, Beugelsdijk& Noorderhaven2023).To be successful, entrepreneurship business owners must possess the skills required to improve the company's growth by effectively competing in both internal and external markets. Studies on entrepreneurship and personality traits are not new.

The dynamic business environment has engendered sustainability of entrepreneurship to be proactively committed to the process of starting, growing, and ensuring the sustainability of their entrepreneurial activities. There is an apparent relationship between personality traits and the sustainability of entrepreneurship (Emecheta, Hart & Awa, 2016). Entrepreneurs' pattern of thought, emotions, skills and knowledge differs, and these potentially affect their passion, sustainability of entrepreneurship in business activities (Mohammed & Massoud 2016). The

sustainability of entrepreneurship of business venture is largely dependent on unique traits that the entrepreneur possesses (Eser & Ozdemirci, 2016). This reflects an emotional response that can be examined through people behaviours, beliefs, and attitudes and can range anywhere from very high to very low. Personality traits are the basis and propensities to explain the characteristics of individuals (Colquitt, Le-Pine & Wesson, 2019). Since individual personality traits affect the sustainability of entrepreneurship. Then studying these variables in relation to personality traits is critical for the growth, and sustainability of entrepreneurship of business ventures. This is particularly important in developing nations such as Nigeria, where the statistics for entrepreneurial success is low. It is against this background that this study seeks to investigate entrepreneurial personality traits and sustainability of entrepreneurship in Delta State, Nigeria.

Statement of the Problem

Entrepreneurship is widely recognized as a critical driver of economic growth, job creation, and innovation in developing economies, including Nigeria. However, the sustainability of entrepreneurial ventures remains a pressing challenge, particularly in Delta State, where high business mortality rates continue to hinder economic development. Many entrepreneurial ventures fail within the first few years of operation, raising concerns about the role of individual personality traits in sustaining entrepreneurship. Despite the growing emphasis on entrepreneurial training and financial interventions, the underlying psychological attributes, such as entrepreneurial personality traits, remain underexplored in the context of business sustainability. Entrepreneurial traits such as agreeableness, openness traits, extraversion, innovativeness, proactiveness, and resilience are believed to play a significant role in the ability of entrepreneurs to navigate the complex and dynamic business environment in Delta State. However, there is limited empirical evidence on how these traits influence the long-term viability of entrepreneurial ventures in the region, particularly in the face of socio-economic challenges such as policy inconsistencies, inadequate infrastructure, and access to finance. Understanding the interplay between entrepreneurial personality traits and the sustainability of businesses in Delta State is crucial for designing effective

interventions that support long-term entrepreneurial success. This research seeks to address this gap by investigating how specific entrepreneurial personality traits contribute to the sustainability of entrepreneurship in Delta State, Nigeria.

Objective of the Study

The main objective of the study is to investigate the effect of entrepreneurial personality trait and entrepreneurship sustainability in Delta State, Nigeria. Specifically, the study seeks to:

1. Examine the relationship between agreeableness and entrepreneurship sustainability in Delta State
2. Investigate the relationship between openness and entrepreneurship sustainability in Delta State
3. Assess the relationship between extraversion trait and entrepreneurship sustainability in Delta State.

Hypotheses

In line with the stated research questions, the following hypotheses were formulated

Ho_1: Agreeableness trait has no significant relationship with entrepreneurship sustainability in Delta State

Ho_2: Openness trait has no significant relationship with entrepreneurship sustainability in Delta State

Ho_3: Extraversion trait has no significant relationship with entrepreneurship sustainability in Delta State

Conceptual Review

Concept of Personality Traits

The concepts of personality and personality traits both in psychological research and organizational behaviour have attracted attention in understanding the behaviour of the primary actors behind entrepreneurial activity. Yahaya, Yahaya, Bon, Ismail and Noor (2022) defined personality trait as the vibrant and planned set of individual behaviour that exclusively impacts reasoning, motivations, and behaviours. It refers to the unique characters possessed by individuals which make them behave in ways different from others. Personality is regarded as a factor in predicting behaviour and performance based on inherent individual traits. Beer and Brooks (2021) opined that personality traits are the behaviour that specifically differentiate one individual from another. The unique and inherent characteristic of the individual is what makes one person differ from another**.** Personality is an individual's personal attributes that are consistent, developed over time, and differentiate a person from one another. Uher (2017) argued that in a broad sense, personality entails a person's characteristic pattern of behavior which includes thought pattern, motivation as well as feelings.

Agreeableness: Agreeableness refers to the qualities of being helpful, courteous, generous, cheerful, and co-operative (Lotfi*,* Ologbo & Chiemeke, 2016). Agreeable people appreciate the value of good relationships with others. They are generous, friendly, considerate and willing to sacrifice for the interests of others. Individuals that exhibit the characteristics of being accommodating, trustworthy, generous, tolerant, and compassionate are said to possess an agreeableness personality trait (Edwards & Quinter, 2021). Agreeableness indicates a pleasant and participative relationship with others (Abdullah, Omar & Panatik, 2016).

Openness to Experience: This personality trait describes individuals that possess an active imagination, inquisitiveness, flexibility, curiosity and autonomy (Rothmann & Coetzer 2003; Ariani, 2023). Openness to experience describes the degree to which individuals have wide-

ranging interests and willingness to take risks in their businesses. They can be very curious and flexible, broad mindedness, imaginative and very intelligent (Eswaran, Islam & Yusuf, 2021). It is a measure of totality of a person breadth and depth in acquiring experience. Factors such as intellect, cultural interests, aptitude and creativity play a significant role in entrepreneurs‟ openness to experience. People, who display a high degree of openness to experience like novel ideas, are open-minded and have wide interests. Individuals in this category are inclined towards new paradigms of thinking and innovation (Liang, Chang & Hsu, 2023). However, people with low openness to experience are predictable, unadventurous and prefer ease (Siddiqui, 2016).

Extraversion: Individuals in this category are said to exhibit behaviours like being sociable, active, energetic, gregarious, self-confident, assertive, and talkative. They are usually vocal, very jovial, and interactive (Eswaran *et al.,* 2021). They have a tendency to be friendly, positive, lively, upbeat, cheerful, optimistic, and seek the company of others (Zaidi, Wajid, Zaidi, Zaidi & Zaidi, 2023). This set of people live a free life that is devoid of anxiety and takes thing lightly and mostly does not allow worry and tense situation to engulf them. Andreas (2022) explained extraversion as the favourite interactive relational style, essential for encouragement, and building capacity for delightful engagements.

Concept of Entrepreneurship

The concept of entrepreneurship has generated many definitions. Each definition bears the author‟s opinion, understanding, and environmental factors. Adelekan and Dansu (2016) defined entrepreneurship as solution provider through the application of passion and drive that brings about a vision conceived. From the above, entrepreneurship is regarded as a process that brings about an action to actualize the implementation of a new idea. Towards the same perception, Peverelli and Song (2022), described entrepreneurship as an activity to enable one identify an opportunity, initiate an action, utilize it, and create a business purposely to make profit. The reason behind entrepreneurship here is profit maximization. This can only be achieved if the process is enabled

by a flourishing environment. Oghenetega and Ugeh (2018) explained that entrepreneurship is a process of looking for information or avenue to unearth ways to amend economic and social standards of people through income generation. Without the personality of the entrepreneur, entrepreneurship activities will be in futility. From this standpoint, entrepreneurship could emanate from any institution or body that will create the processes that aid the development of entrepreneurial activities.

Entrepreneurship Sustainability

Sustainable entrepreneurship is about a practical approach that integrates eco-friendly and socially responsible practices into the very fabric of business models. It's about finding the perfect equilibrium where profitability and ethical responsibility not only coexist but enhance each other. Sustainability entrepreneurship contributes to solving social and environmental problems, particularly in emerging and developing countries (Vermeir & Verbeke 2018). Adelphi supports the development of sustainable business models. Sustainability entrepreneurship acts at the interface of politics, business and civil society to mobilise new resources and aim at a structural change towards socially and environmentally sound economic activities (Tilley & Young 2019). With its innovative business models, they develop new markets, generate new sources of income – particularly for socially disadvantaged population groups – and contribute to a sustainable approach to economy.

Methodology

Descriptive survey design was adopted for the study. According to Okeke (2018) descriptive survey research design is the most appropriate design for describing situations existing in their natural setting. It is deemed suitable for this study, since it sought for opinion of operators of entrepreneurs in Delta State. Hence, the survey research design was suitable for the study in that it will enable the researcher to describe the current status on the entrepreneurial personality traits and sustainability of entrepreneurship in Delta State, Nigeria. The study was carried out in Delta

State. The population for the study consisted of five thousand five hundred (5,500) business in Delta State. A sample size of three hundred and eighty-four (384) businesses was selected from the population of the study. The instrument for data collection was structured questionnaire. The instrument has two parts, part one (A) contained the personal data of the respondents while part two (B) will contain 384 questionnaires patterned on a 5-point rating scale to elicit responses from respondents. The response options are rated as: 5 (strongly agree), 4 (agree), 3 (undecided), 2 (disagree), 1 (strongly disagree). The instrument was faced validated by two experts in the Department of Business Administration, Chukwuemeka Odumegwu Ojukwu University, Igbariam, Campus. The reliability of the instrument was obtained using test-retest method. The instrument was administered to three hundred and eighty-four (384) entrepreneurs from Delta State, then after a time frame of one week (7) days the researcher rearranged the questions and went back to retest the instruments. The data collected was analyzed using frequency distribution table, simple percentage analysis and simple regression analysis to assess the relative predictive power of the independent variables on the dependent variable. A total of 384 questionnaires were administered and 350 were retrieved representing 93% return rate. The data was analyzed using frequency distribution table, simple percentage analysis, simple regression analysis and statistical package for social sciences (SPSS) version 23 to test the hypotheses at 0.05 level of significant. A mean of 3.00 was taken as the minimum acceptance mean score which an item with score above is regarded as agreed. Any mean below 3.00 was tagged disagreed while mean from 3.00 and above was tagged Agree.

Results

Table: Respondent of Demographic Profile

Gender	Frequency	Percent	Valid Percent
Male	200	57	57
Female	150	43	43
	Total	**350**	**100**

Respondent Ages	21-30 yrs	50	14
	31-40 years old	80	23
	41-50 years old	100	29
	51 yrs and above	120	34
	Total	**350**	**100**
Educational Qualification	WEAC/SSCE	120	34
	OND/A'LEVEL	75	21
	HND/BSC	175	45
	Total	**350**	**100**
Number of Years in Business	1-5 years	40	11
	6-10 years	70	20
	11-15 years	100	29
	16-20 years	80	23
	20 Yrs and above	60	17
	Total	**350**	**100**

Source: Field Survey 2024

Table1 indicates the percentage and the number of respondents according to the gender involved in this survey. From the survey, it shows that the gender is comprised of respectively 57% of the respondents female, while 43% respondents are male involved in this survey. Based on the table above, the age range gains the second highest percentage is between 41-50 years old, which is 29% of respondents. In contrast, the age range between 51 years old gains the highest percentage which is only 34 %. From the data shown that for the age range between 31-40 years old get the second highest, which is 23% of the respondents and it follow by the age range of 21-30 years old and above which is 14%.

Through the data in table 4.1 shown as above, for educational level, the second highest percentage of respondents comes under HND/BSC which is 45%. In comparison, the lowest percentage comes from the others educational level which it comprise of only 21% of the respondents that has

OND/A'LEVEL. WEAC/SSCE educational level of respond from the res 34%.The table shows that the figure year in years in businessof the respondents. Through the data that been collected, it shows that 29% or 100 respondents have work more than 11-15 years. It has been follow by the respondents that work for 16-20 years which 23% or 80 respondents. Next, there are 20% or 70 respondents that experienced inbusiness for both 6-10 years and above 20 years. Nevertheless, there is the least in business experienced by the respondents which is 17% or 60 respondents.

Question One: To what extent does extraversion trait affect sustainability of entrepreneurship in Delta State, Nigeria?

Table 4.2: Respondents opinion on effect of extraversion on sustainability of entrepreneurship

N	ITEMS	SA	A	U	D	SD	Mean
	Entrepreneurial has an assertive personality to become extraversion	127 36.3%	149 42.6%	43 12.3%	20 5.7%	11 3.1%	4.10
	Entrepreneurial has be cold and aloof to be extraversion	122 34.9%	104 46.3%	78 22.3%	22 6.3%	24 6.9%	3.82
	Entrepreneurial perseveres until the task is finished through extraversion	99 28.3%	162 53.0%	48 13.7%	23 6.6%	18 5.1%	3.88
	Entrepreneurial can be moody to achieve it mission though extraversion trait	92 26.3%	126 36.0%	42 12.0%	52 14.9%	38 10.9%	3.38
	Entrepreneurial values artistic, aesthetic experiences using extraversion trait	85 24.3%	158 45.1%	57 16.3%	39 11.1%	11 3.1%	3.69

Source: Researcher's Field Survey, 2024

The result on table 4.2 indicates that 127(36.3%) respondents strongly agreed that entrepreneurial has an assertive personality to become extraversion, 149(42.6%) agreed, 20(5.7%) disagreed, 11(3.1%) strongly disagreed and 43 (12.3%) were undecided with a mean of 4.10. On whether entrepreneurial has be cold and aloof to be extraversion 122(34.9%) respondents strongly agreed, 104(46.3%) agreed, 22(6.3%) disagreed, 24(6.9%) strongly disagreed and 78 (22.3%) were

undecided with a mean of 3.82. the table also revealed that 99(28.3%) respondents strongly agreed that entrepreneurial perseveres until the task is finished through extraversion, 162(53.0%) agreed, 23(6.6%) disagreed, 18(5.1%) strongly disagreed and 48 (13.7%) were undecided. Table reveals that 92(26.3%) respondents strongly agreed that entrepreneurial can be moody to achieve it mission though extraversion trait, 126(36.0%) agreed, 52(14.9%) disagreed, 38(10.9%) strongly disagreed and 42 (18%) were undecided.

The table 4.2 also reveals that entrepreneurial values artistic, aesthetic experiences using extraversion trait, 85(24.3%) respondents strongly agreed and 158(45.1) agreed. However, 39(11.1%) disagreed,11(3.1%) strongly disagreed while 57 (19.3% were undecided with a mean of 3.69. With a cutoff mean score of 2.50 for the rating scale, all the items had mean scores above the cutoff point. This implies that extraversion trait affect sustainability of entrepreneurship in Delta State, Nigeria.

Research Question Two: To what level does openness to experience affect sustainability of entrepreneurship in Delta State, Nigeria?

Table 4.3: Respondents view on the effect of openness trait to experience sustainability of entrepreneurship

S/N	ITEMS	SA	A	U	D	SD	Mean
1	Openness to experience allowed entrepreneurial relaxed to handles stress	95 27.1%	161 46.0%	8 2.3%	24 6.9%	12 3.4%	**4.01**
2	Openness to experience makes entrepreneurial curious about many different things	111 37.7%	166 47.4%	34 9.7%	37 10.8%	2 0.6%	**3.99**
3	Openness to experience help entrepreneurial not to be unselfish with others	113 32.3%	133 38.0%	41 17.7%	54 15.4%	9 2.6%	**3.89**

4	Openness to experience by entrepreneurial can be somewhat careless	85 24.3%	163 46.6%	71 20.3%	25 7.1%	6 1.7%	**3.87**
5	Openness to experience make entrepreneurial, comes up with new ideas	101 28.9%	176 50.3%	34 9.7%	37 10.8%	2 0.6%	**3.99**

Source: Researcher's Field Survey, 2024

Table 4.3 shows that 95 respondents representing 27.1% of the total sample strongly agreed that openness to experience allowed entrepreneurial relaxed to handles stress, 161 (46.0%) agreed, 24 (6%) disagreed,12 (3%) strongly disagreed while 8 (2.3%) were undecided with a mean of 4.01. On whether openness to experience makes entrepreneurial curious about many different things, 111(37.7%) respondents strongly agreed, 216 (47.6%) agreed, 37(10.8%) disagreed, 2 (0.6%) strongly disagreed and 34 (9.7%) were undecided with a mean of 3.99. Table.2 reveals that 113 (32.3%) respondents strongly agreed that openness to experience help entrepreneurial not to be unselfish with others, 133(38.0%) agreed, 54(15.4%) disagreed, 9(2.6%) strongly disagreed while 41(17.7%) were undecided with a mean of 3.89. Table.4.8 shows that 85(24.3%) respondents agreed that openness to experience by entrepreneurial can be somewhat careless, 163(64.6%) agreed, 25(7.1%) disagreed, 6(1.7%) strongly disagreed and 71(20.3%) were undecided with a mean of 3.87.

Finally, the table reveal that 101(27.8%) respondents strongly agreed that openness to experience make entrepreneurial, comes up with new ideas, 176 (50.3%) agreed, 37(10.8%) disagreed, 2 (0.6%) strongly disagreed and 34 (9.9%) were undecided with a mean of 3.87. Using a cutoff mean score 2.50 for the rating scale, all the items had means scores above the cutoff point. This implies that entrepreneurial openness to experience affect sustainability of entrepreneurship in Delta State, Nigeria.

Question three: To what extent does agreeableness trait affect sustainability of entrepreneurship in Delta State, Nigeria?

Table 4.4: Respondents view on the effect of agreeableness strait on sustainability of entrepreneurship

S/N	ITEMS	SA	A	U	D	SD	Mean
1	Agreeableness trait make entrepreneurial is sometimes shy from his duty	114 32.6%	145 41.4%	42 12.0%	34 9.7%	15 4.3%	3.92
2	Agreeableness trait stop entrepreneurial to be considerate kind to almost everyone	125 35.7%	149 47.3%	43 13.4%	20 5.7%	13 3.7%	3.98
3	Agreeableness trait make entrepreneurial do things efficiently	173 49.4%	122 34.9%	38 10.9%	9 2.6%	8 2.3%	4.23
4	Agreeableness trait makes entrepreneurial remains calm in tense situations	85 24.3%	138 39.4%	67 19.0%	49 14.0%	11 3.1%	3.69
5	Agreeableness trait allow entrepreneurial prefers work that is routine	86 24.5%	151 43.1%	55 15.7%	41 11.7%	17 4.9%	3.72

Source: Researcher's Field Survey, 2024

Table 4.4 presents effect of agreeableness trait on contextual performance. The result reveals that 114(32.6%) respondents strongly agreed that agreeableness trait make entrepreneurial is sometimes shy from his duty 145(41.4%) agreed, 34(9.7%) disagreed, 15(4.3%) strongly disagreed and 42 (12.0%) were undecided with a mean of 3.92. Table 4.9 shows that 125(35.7%) respondents strongly agreed that agreeableness trait stop entrepreneurial to be considerate kind to almost everyone, 149(47.3%) agreed, 20(5.7%) disagreed and 13(3.7%) strongly disagreed and 43 (13.4%) were undecided with a mean of 3.98. On the issue raised on whether agreeableness trait make entrepreneurial do things efficiently, Table 5 revealed that 173(49.4%) respondents strongly agreed and 122(34.9%) agreed. Conversely, 9(2.6%) respondents disagreed, 8(2.3%) strongly disagreed and 38 (10.9%) were undecided with a mean of 4.23.

Table 4.4 reveals that 85(24.3%) respondents strongly agreed that agreeableness trait makes entrepreneurial remains calm in tense situations 138(39.4) agreed. However, 49(14.0%) disagreed,

11(3.1%) strongly disagreed while 67 (19.0% were undecided with a mean of 3.69. The table shows that 86(21.5%) of the total sample strongly agreed that agreeableness strait allow entrepreneurial prefers work that is routine, 151(43.1%) agreed, 41 (11.7%) disagreed, 17(4.9%) strongly disagreed while 55 (15.7%) were undecided. Using a cutoff mean score of 3.00 for the rating scale, all the items had mean scores above the cutoff point. This implies that entrepreneurial agreeableness trait affect sustainability of entrepreneurship in Delta State, Nigeria

Testing of Hypotheses

Hypothesis One

Ho: Agreeableness trait has a significant effect on sustainability of entrepreneurship in Delta State, Nigeria

H_1: Agreeableness trait has a significant effect on sustainability of entrepreneurship in Delta State, Nigeria

Table 4.5 Test of significance of simple regression analysis on the effect of agreeableness trait and sustainability of entrepreneurship

Variable	*B*	SE B	B		*p*-value	Decision
Sustainability Entrepreneurship	.233	.075	.164	3.163	.000	Significant
Agreeableness Trai	.241	.076	.170			

SPSS Vision 2023

Table4.5 shows that, for the agreeableness trait, the unstandardized of.241 and standardized beta coefficient (β) of .170 were statistically significant, t = -3.120,p<0.05. Likewise, for the sustainability of entrepreneurship, the unstandardized and standardized beta coefficients of -.233 and .164 were statistically significant, t = -3.163, *p0.000*<0.05. Since the p-values were less than 0.05, the null hypothesis was rejected. This indicates that agreeableness trait has a significant effect on sustainability of entrepreneurship in Delta State, Nigeria

Hypothesis Two

Ho: Extraversion trait has no significant effect on sustainability of entrepreneurship in Delta State, Nigeria

H_1: Extraversion trait has a significant effect sustainability of entrepreneurship in Delta State, Nigeria

Table4.6Test of significance of simple regression analysis on the effect of extraversion trait on sustainability of entrepreneurship in Delta State, Nigeria

	B	SE B	B	*t*	*p*-value	Decision
Sustainability Entrepreneurship Extraversion Trait	-176 243	.052	-.176 243	4.699	.000	Significant

SPSS Vision 2023

Table 4.6 shows an unstandardized beta coefficient of .243 and a standardized beta (β) of .176 for the simple regression model on the effect of extraversion trait on sustainability of entrepreneurship in Delta State, Nigeria. These values show that a unit increase in extraversion trait leads to .243 increase in sustainability of entrepreneurship or .176 standard deviation units' increase in sustainability of entrepreneurship. These values were statistically significant, t = -4.699, p<0.05. Since the p-value was less than 0.05, the null hypothesis was rejected. This implies that extraversion trait has a significant positive effect on sustainability of entrepreneurship in Delta State, Nigeria

Hypothesis Three

Ho: Openness trait has no significant effect on sustainability of entrepreneurship in Delta State, Nigeria

H_1: Openness trait has a significant effect on sustainability of entrepreneurship in Delta State, Nigeria

Table 4.7: Test of significance of simple regression analysis on the effect openness sustainability of entrepreneurship

Variable	*B*	SE B	B	*t*	*p*-value	Decision
Sustainability Entrepreneurship	-.142	.061	-.128	2.659	.000	Significant
Openness to Experien	-.144	.054	-.139			

SPSS Vision 2023

As presented on table 4.7, for the openness to experience sample, the unstandardized of .144 and standardized beta coefficient (β) of.139 was statistically significant. Sustainability of entrepreneurship in Delta State, Nigeria using the unstandardized and standardized beta coefficients of .142 and .128 were statistically significant, t = -2.659, *p*000<0.05. Therefore, the null hypothesis was rejected. This implies that openness to experience has a significant positive effect on sustainability of entrepreneurship in Delta State, Nigeria.

Summary of findings

The result of the analysis shows that:

1. Agreeableness trait has a significant effect on sustainability of entrepreneurship in Delta State, Nigeria
2. Extraversion trait has a significant positive effect on sustainability of entrepreneurship in Delta State, Nigeria.
3. Openness to experience has a significant positive effect on sustainability of entrepreneurship in Delta State, Nigeria.

Discussion of Findings

This work examines the effect of personality trait on sustainability of entrepreneurship in Delta State, Nigeria. Data were sourced from primary sources and were analyzed using simple regression analysis, the result shows that.

Extraversion Trait and Sustainability of Entrepreneurship

Hypothesis one reveled that extraversion trait has a significant positive effect on sustainability of entrepreneurship in Delta State, Nigeria. This result tallies with Morris, 2018; Okpara, 2019; Baker and Sinkula, 2019 explained extraversion trait has a significant positive effect on sustainability of entrepreneurship which were characterized by the introduction of new products and services before the competitors, and ahead of future demand. Lu & Zhang, (2016), Chenous & Maru, (2015) argued that firms that extraversion trait has a significant positive effect on sustainability of entrepreneurship.

Openness to Experience and Sustainability of Entrepreneurship

The result of the second hypothesis showed that openness to experience has a significant positive effect on sustainability of entrepreneurship in Delta State, Nigeria. This result was supported by Ansir & Cahyono, 2014; Ni Nyoman &Putu (2017) revealed that implementation of Openness to experience has a significant positive effect on sustainability of entrepreneurship. Mwaura, Gathenya and Kihoro (2015) Arshada, Rasli, Arshad & Zain, 2014 confirmed that Openness to experience has a significant positive effect on sustainability of entrepreneurship. Rauch, Wiklund, Lumpkin, & Freese 2019 Short, Broberg, Cogliser, & Brigham, 2017 Hussain, Ismail & Akhtar2015; Boohene et al. (2012) find a strong positive relationship between openness to experience and sustainability of entrepreneurship.

Agreeableness Trait and Contextual Performance

The result of this finding indicated that agreeableness trait has a significant effect on sustainability of entrepreneurship in Delta State, Nigeria. This finding was supported with the following authors Olughor (2015) found that agreeableness trait has a significant influence sustainability of entrepreneurship in Nigeria; Fairoz et al., 2017 found a positive significant relationship between agreeableness and sustainability of entrepreneurship. Swierczek and Ha (2013) indicated that agreeableness trait has a significant effect on sustainability of entrepreneurship in Delta State Nigeria

Conclusion

The study examined personality trait and sustainability of entrepreneurship in Delta State, Nigeria. From the analysis it was discovered that extraversion trait has a significant positive effect on sustainability of entrepreneurship; openness to experience has a significant positive effect on sustainability of entrepreneurship and agreeableness trait has a significant effect on sustainability of entrepreneurship in Delta State, Nigeria. Therefore, the study concluded that personality trait had a significant positive effect on sustainability of entrepreneurship in Delta State, Nigeria

Recommendations

From the analysis and conclusion the study recommended that

1. Entrepreneurs should develop extraversion trait of business through trainings to competency level for better performance.
2. Entrepreneurs should seek to openness to experience that will make the entrepreneurs increase their performance and also improving the economy of the country.
3. Entrepreneurs should individually improve their skills in these critical agreeableness trait' areas to performance

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