

Comparison of Personality Traits and Demographic Factors of the Entrepreneurs: The Case of Erzincan Province

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ARTICLE INFO	ABSTRACT
<p>Keywords: Entrepreneur Big five personality traits Demographic factors</p> <p>Received 24 May 2020 Revised 9 September 2020 Accepted 15 September 2020</p> <p>Article Classification: Research Article</p>	<p>Purpose – Entrepreneurship is a major force that forms the economic basis of developed countries today. Entrepreneurs contribute greatly to the strengthening of the economy by using resources effectively, generating innovative ideas, providing employment opportunities, and creating various markets. Each of the entrepreneurial individuals has various personality traits. This study aims to compare entrepreneurs' personality traits with demographic factors.</p> <p>Design/methodology/approach – The data used in the study were obtained from 281 entrepreneurs who have their own business in Erzincan province between 01.05.2019-01.07.2019, using the survey method, which is the primary data collection tool. The Survey forms were analyzed with SPSS for Windows 20.0.</p> <p>Findings – In the study it is found that female entrepreneurs are more extroverted than male entrepreneurs while the agreeableness levels of male entrepreneurs are higher than female entrepreneurs, single entrepreneurs are more extroverted than married entrepreneurs while the level of conscientiousness of married entrepreneurs is higher than single entrepreneurs, conscientiousness levels of aged 43 and over entrepreneurs are higher than other age groups while young entrepreneurs were found to have more openness than older entrepreneurs. Agreeableness levels of entrepreneurs with postgraduate are higher than entrepreneurs at other education levels. As education increases, agreeableness increases. Conscientiousness levels of entrepreneurs with postgraduate are higher than other education levels. As education increases, conscientiousness increases.</p> <p>Discussion – It was seen that some dimensions of the personality traits of the entrepreneurs were statistically significant in terms of demographic variables. Previous studies on the subject were examined, similar and different results were compared with this research. In entrepreneurship research, it was emphasized that personality traits and demographic factors are important and should be the subject of other studies in different place time and examples in the future. Some suggestions have been made to support especially women and young entrepreneurs.</p>

1. Introduction

Entrepreneur and entrepreneurship concepts appear in many areas to increase the quality of life of individuals and countries. This concept, which has many economic, psychological, sociological, cultural, and technical dimensions, is extremely important for both countries and individuals. Society's level of development is associated with entrepreneurial activities. The development levels of the countries depend on the entrepreneurship power of the people in that country. It is observed that entrepreneurship is evaluated in a wide range from countries 'economic growth to employment, from individuals' welfare to competition strategies in the international arena.

The concept of entrepreneurship is expressed as one of the basic parameters required for the revival of the country's economy, gaining dynamism and increasing the welfare level of the country for developing and underdeveloped countries (İşcan & Kaygın, 2011). The concept of entrepreneurship means inventiveness, which is necessary for economic development and creates innovation (Wong et al., 2005). Entrepreneurs are people, who can see opportunities compared to other people, create inventions, and introduce people with these inventions (Oosterbeek et al., 2010). Entrepreneurship is a driving force against negativities by creating innovations in rapidly changing economic conditions. Entrepreneurs contribute greatly to the strengthening

Suggested Citation

Yılmaz, F., Aksoy, C. (2020). Comparison of Personality Traits and Demographic Factors of the Entrepreneurs: The Case of Erzincan Province, *Journal of Business Research-Turk*, 12 (3), 2811-2822.

of the economy by using resources effectively, generating innovative ideas, providing employment opportunities and creating various markets.

When the studies on entrepreneurship are examined, it is seen that many factors are effective in the emergence of entrepreneurship. In addition to environmental and social conditions, personality traits are also important in the emergence of entrepreneurship (Frese & Rauch, 2008). Personality traits are an extremely important factor in the development of entrepreneurship. Especially in recent years, the increase in the number of studies on 'entrepreneurial personality' clearly reveals this (Yılmaz & Sözcü, 2019).

Many ideas have been put forward about personality traits. Studies have shown that personality studies can be compiled based on five factors. These factors (named as big five) are; extraversion, neuroticism, kindness, openness, agreeableness, and conscientiousness. Among the personality traits models developed to date, it is the big five model that is widely accepted. The big five personality theory seems to combine different views under one roof (Hough & Ones, 2001).

Among the reasons that the big five personality model is accepted by researchers and is widely used in personality research; It can be said that (i) the model is based on longitudinal and empirical studies, (ii) the measured features continue over time, (iii) it has some biological basis, (iv) it is valid in different cultures and groups, and (v) it is easy to use and can be evaluated psychometrically (Costa & McCrae, 1992). These personality factors have been accepted in many fields and are widely used in the field of management science. For example; It has been observed that a big five personality model is used to determine relationships in areas such as management strategies, leadership, career, organizational citizenship (Erkuş & Tabak, 2009).

Studies on the big five personality traits of Entrepreneurs are generally discussed together with entrepreneurial tendencies, team performance, business performance, and the life span of the enterprise (Kayasandık et al., 2015). So it is not easy to find a study that compares the personality traits and demographic variables of the entrepreneurs alone. Also, the fact that the study is carried out in Erzincan, which is one of the development priority areas in the Eastern Anatolia Region of Turkey, makes the study different.

The study seeks an answer to the question that "Do the personality traits of entrepreneurs differ in terms of demographic variables?".

2. Literature Survey

Personality is defined as a combination of physical, mental, and spiritual characteristics that distinguish a person (Şimşek & Akgemci, 2003). There are characteristics inherent in individuals and their environment has an effect on personality formation. The personality formed by the effect of the environment reflects the general characteristics of the human communities and the people they live in (Yelboğa, 2006).

Researchers working in the field of personality have focused on a big five personality model in order to organize personality-related approaches within a broad framework and to eliminate the confusion in the literature (Taggar et al. 1999). The big five personality model has become an open, powerful, and understandable model, developed by studying thousands of traits that people use to describe themselves and others (Hart et al., 2007). Norman Anderson stated that there are 555 traits used to describe personality traits. In the research, students studying at university were asked to indicate how much they could love an individual with existing traits. In this research carried out in 1960, it was revealed that the most loved personality trait was sincerity. When the 60 personal characteristics that are distinguished by the results of the study are ranked according to the most loved and least popular; sincere, honest, understanding, loyal, realistic, and reliable traits are in the first six places. The unrealistic, dishonest, cruel, evil, deceitful, and liar features are the first six disliked features (Güney, 2011).

Research on determining important personality traits began with Allport, continued with Cattell and Eysenck, and gained a new dimension in the early 1980s as a result of research by Robert McCree and Paul Costa. These researchers, who researched the continuity and structure of the personality using the factor analysis method, mainly focused on the dimensions of extraversion and neuroticism. After a while, they added a new dimension called openness. Supporting a three-factor personality model, McCree and Costa concluded that the personality was five-dimensional as a result of their researches between 1983 and 1985, and added the dimensions of agreeableness and conscientiousness (İnanç & Yerlikaya, 2011).

Extraversion: Individuals with high extraversion dimensions are positive, social, energetic, cheerful, dominant, ambitious, and interested in others; Individuals with low extraversion dimensions are defined as shy, calm, and lonely (Bono et al., 2002). In addition, it is claimed that people with high extroverted personal qualities are sensitive to reward (Doğan, 2013). According to research, extroverted people are at a higher level than introverted people in marketing, sales and leadership positions (Özkalp, 2004). These people take part in attractive businesses and organizations and evaluate the opportunities they face. Individuals with this personality trait are people who successfully attract the attention of others and want to be blurred in social environments (Deniz & Erciş, 2008). Costa and McCrae (1992) argue that there are six basic facets related to extraversion personality traits. These facets are; warmth, gregariousness, assertiveness, activity, excitement-seeking, positive emotions.

Neuroticism: Another personality factor is neuroticism; tendency to experience negative emotions such as guilt, irritability, sadness, and fear. In this context, people with high neuroticism are anxious, insecure, withdrawn, and nervous. People with low neuroticism feel comfortable, confident, and patient (Costa & McCrae, 1995; Bacanlı et al., 2009). They are emotionally consistent people and are balanced, calm, flexible and comfortable in dealing with other people. People with less emotional determination are more excited, anxious, and their mood can change very quickly. People with high emotional stability are better able to cope with the stress of managing others than those with low emotional stability (Özkalp, 2004). As a result of their research, Costa and McCrae (1992) formed six basic attributes related to the neurotic personality structure. These adjectives are as follows; anxiety, hostility, depression, self-consciousness, impulsiveness, and vulnerability. These people are constantly worried, depressed, experiencing at least one of the feelings of tension and anger, and experiencing the feeling of these emotions. Although their self-esteem is low, they are individuals with belief in surrealism, pessimistic feelings, having constant ups and downs in their lives, and low levels of emotional balance (Bulut, 2017).

Openness: Openness is the most cognitive feature in the big five personality traits. In this context, people who are open to high levels of development are entrepreneurial, original, creative, and curious. Those with low openness to development are considered traditional, conservative, and indifferent (Bono et al., 2002). People with a high level of openness are regarded as entrepreneurs, art-related, able to develop new ideas and productive individuals (Somer et al., 2002). As a result of their work in 1985 and 1992, McCrae and Costa formed six facets about openness to experience as part of their personality structures. These facets are fantasy, aesthetics, action, feeling, ideas, and values.

Agreeableness; People with high agreeableness levels are defined as reliable, straightforward, soft-headed, self-sacrificing, and humble (Bono et al., 2002). People with high agreeableness features are empathetic, respectful and understanding. Disoriented, disappointed and grumpy people show signs of poor agreeableness (Erkuş & Tabak, 2009). As a result of their work, McCrae and Costa formed six main facets regarding agreeableness. These facets are; trust, straightforwardness, altruism, compliance, modesty, and tender-mindedness.

Conscientiousness: This personality trait is associated with traits such as obedience, regularity, discipline, responsibility, orientation to success. While people with high conscientiousness factors are defined as ambitious and success-oriented individuals; people with low levels are defined as unplanned, undisciplined and deferral individuals (Costa & McCrae, 1995). Conscientious persons are also disciplined. According to various research results, it has been understood that people who score high on this personality trait are more successful in both autonomous and hierarchical responsibilities (Özkalp, 2004). McCrae and Costa (1992) and Costa McCrae and Dy (1991) stated that there are six facets that measure "conscientiousness" in their work. These facets are; competence, order, dutifulness, achievement striving, self-discipline, and deliberation. These adjectives define the conscientiousness aspect of the five-factor personality traits theory, as well as trends such as working at higher performance than expected, being determined and careful, being ready for anything to solve problems, thinking carefully, and not interrupting work. As people's conscientiousness levels increase, motivation and job satisfaction also increase (Somer, 1998).

In the literature, it has been observed that the descriptive role of the personality dimensions suggested theoretically in different sample groups has been investigated (McCrae & Costa, 1985; 1987; Hurley, 1998;

Caligiuri, 2000; Thompson et al., 2002). Five-factor sizes have been the subject of research for various professional groups (Barrick & Mount, 1991; Borges & Gibson, 2005).

3. Methods

In the study, it was aimed at whether the demographic factors and the five-factor personality traits of entrepreneurs differ. The sample of the research; the research was carried out on people who have their own business in Erzincan. In the year of this research, 9085 entrepreneurship activities were carried out in Erzincan province (TUIK, 2019). In the research, simple random sampling was used. The questionnaires were distributed by hand between 01.05.2019-01.07.2019 and collected back. 400 questionnaires were distributed and 281 of the questionnaire forms were returned and evaluated. The questionnaire was analyzed by SPSS 20.0 package program.

Data collection tool; In order to measure personality traits, data were collected with questionnaire forms consisting of 44 questions and 4 questions for demographic characteristics and 48 questions in total. In the research, data was collected through a questionnaire developed by using various scales and questions, whose validity and reliability was tested, which were previously developed for certain purposes in the literature.

In the second part of the questionnaire form, in order to measure personality traits, there is a Big Five Inventory (BFI) developed by Benet-Martinez and John (1998) and adapted by Sümer and Sümer (2005). The scale consists of a five-point Likert type (1: never disagree, 5: absolutely agree) 44 items. There are 5 factors in the scale: extroversion, neuroticism, agreeableness, conscientiousness, openness. Extroversion dimension consists of 8 questions, neuroticism dimension 8 questions, agreeableness dimension 9 questions, conscientiousness dimension 9 questions, and openness dimension 10 questions.

The model of the study is shown in figure 1:

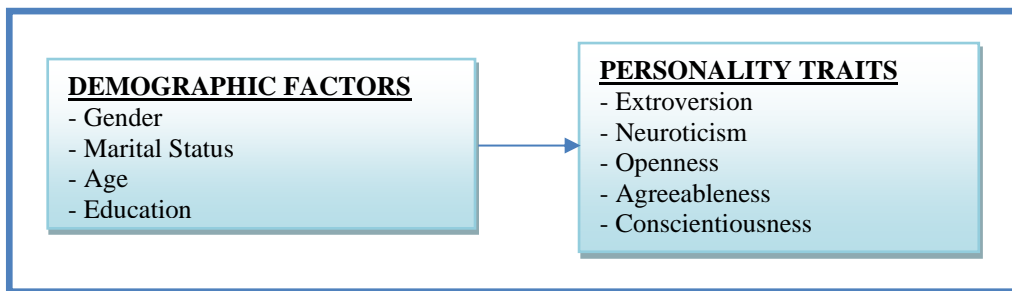


Figure 1. Research model

The hypotheses of the research are as follows:

- H1: There is a significant difference between gender factors and personality traits.
- H2: There is a significant difference between marital status and personality traits.
- H3: There is a significant difference between age and personality traits.
- H4: There is a significant difference between the education level and personality traits.

3. Results

In the research, the percentage and frequency analysis of the demographic variables, t-test, and ANOVA results of the participants were made.

The demographic characteristics of the entrepreneurs participating in the study are given in Table 1.

Table 1. Demographic Variables

	Frequency	Percentage (%)
Gender		
Women	102	36,3
Men	179	63,7
Marital Status		
Married	181	64,4

Single	100	35,6
Age		
18-30	128	45,6
31-43	58	20,6
44 and over	95	33,8
Educational Status		
Primary School	111	39,5
High School	82	29,2
Undergraduate	43	15,3
Postgraduate and over	45	16,0
Total	281	100,0

When Table 1 is examined; 36.3% of the entrepreneurs are women and 63.7% are men. While 64.4% are married, 35.6% are single; 45.6% of them are between the ages of 18-30, 20.6% of them are between the ages of 31-43 and 33.8% of them are over the age of 44; 39.5% were primary school graduate, 29.2% were high school graduate, 15.3% were undergraduate and 16% were postgraduate and over.

According to the t test and variance analysis, significant differences were found between some demographic factors and the personality traits of the participants.

Looking at the group statistics, in the analysis;

Table 2. T-Test Results Regarding the Gender and Personality Traits Sub-Dimensions of Entrepreneurs

Variables	Gender	N	\bar{X}	T	Sig. (p)
Extroversion	Female	102	28,2059	2,901	0,004
	Male	179	26,6257		
Neuroticism	Female	102	29,5743	1,229	0,220
	Male	179	28,8045		
Agreeableness	Female	102	28,1863	-4,028	0,000
	Male	179	30,6704		
Conscientiousness	Female	102	30,0392	-0,375	0,708
	Male	179	30,2682		
Openness	Female	102	30,1373	-1,266	0,207
	Male	179	31,3352		

When the t-test results of the entrepreneurs' gender and big five personality traits are examined; A significant difference can be mentioned in extroversion and agreeableness variables ($p < 0.05$). According to the averages, while female entrepreneurs are more extroverted than male entrepreneurs, the agreeableness levels of male entrepreneurs are higher than female entrepreneurs. H_1 hypothesis was partially accepted as a result of significant difference between extroversion and agreeableness dimensions, and gender factor.

Table 3. T-Test Results Regarding Participants' Marital Status and Personality Traits Sub-Dimensions

Variables	Marital Status	N	\bar{X}	T	Sig. (p)
Extroversion	Married	181	26,5138	-3,546	0,000
	Single	100	28,4400		
Neuroticism	Married	181	29,1381	0,251	0,802
	Single	100	28,9798		
Agreeableness	Married	181	29,6906	-0,344	0,731
	Single	100	29,9100		
Conscientiousness	Married	181	30,7072	2,420	0,016
	Single	100	29,2400		
Openness	Married	181	31,1326	0,685	0,494
	Single	100	30,4800		

When the marital status and the t-test results regarding the big five personality traits of entrepreneurs are examined; A significant difference can be mentioned in extroversion and conscientiousness variables ($p < 0.05$). According to the averages, while single entrepreneurs are more extroverted than married entrepreneurs, the level of conscientiousness of married entrepreneurs is higher than single entrepreneurs. H_2 hypothesis was partially accepted as a result of significant difference between the extroversion and conscientiousness dimensions, and marital status.

Before looking at the ANOVA Test results regarding the age and personality traits sub-dimensions of the entrepreneurs participating in the survey, the homogeneity of the variables should be checked. This situation is given in Table 4.

Table 4. Homogeneity Test Regarding Age and Five Factor Personality Traits Sub-Dimensions of Entrepreneurs

Homogeneity Test

	Levene Statistic	df1	df2	Sig.
Extroversion	1,164	2	278	0,314
Neuroticism	0,827	2	277	0,439
Agreeableness	2,482	2	278	0,085
Conscientiousness	6,128	2	278	0,620
Openness	2,343	2	278	0,098

When the p values of the variables are analyzed, it can be said that they are homogeneous because each variable is greater than 0.05 and in this case, the Tukey test was performed.

Table 5. T-Test Results Regarding the Age and Personality Traits Sub-Dimensions of the Participants

Variables	Age Variable	Mean (X)	F	Sig. (p)
Extroversion	18-30	27,3203	0,704	0,496
	31-43	26,5862		
	44 and over	27,4105		
Neuroticism	18-30	29,1172	0,377	0,686
	31-43	28,6034		
	44 and over	29,3298		
Agreeableness	18-30	29,3203	1,542	0,216
	31-43	29,5517		
	44 and over	30,5053		
Conscientiousness	18-30	29,2669	6,853	0,001
	31-43	39,7414		
	44 and over	31,6526		
Openness	18-30	32,5703	6,618	0,002
	31-43	30,4655		
	44 and over	28,9158		

The statistically significant difference between the ages and big five personality traits of entrepreneurs is due to conscientiousness and openness dimensions. H_3 hypothesis was partially accepted as a result of significant difference between the extroversion and conscientiousness dimensions, and age.

Tukey test results should be checked to understand which groups are significantly different.

Table 6. Tukey Test Result Regarding Age and Conscientiousness Dimension

Conscientiousness				
Tukey HSD				
Yaş	N	Subset for alpha = 0.05		
		1	2	
18-30	128	29,2969		
31-42	58	29,7414		
43 ve üzeri	95		31,6526	
Sig.		,820		1,000

Conscientiousness levels of entrepreneurs aged 43 and over are higher than other age groups. Conscientiousness levels increase with age.

Table 7. Tukey Test Result Regarding Age and Openness Dimension

Openness				
Tukey HSD				
Age	N	Subset for alpha = 0.05		
		1	2	
43 and over	95	28,9158		
31-42	58	30,4655	30,4655	
18-30	128		32,5703	
Sig.		,372		,163

The openness levels of entrepreneurs who are 18 and over 30 are higher than other age groups. Young entrepreneurs were found to have more openness than older entrepreneurs.

Before looking at the ANOVA Test results regarding the education and the personality traits sub-dimensions of entrepreneurs, the homogeneity of the variables should be checked. This situation is given in Table 8.

Table 8. Homogeneity Test Regarding Age and Five Factor Personality Traits Sub-Dimensions of Entrepreneurs

Test of Homogeneity of Variances				
	Levene			
	Statistic	df1	df2	Sig.
Extroversion	,695	3	277	,556
Neuroticism	,311	3	276	,818
Agreeableness	1,415	3	277	,239
Conscientiousness	,302	3	277	,824
Openness	1,361	3	277	,255

When the p values of the variables are analyzed, it can be said that they are homogeneous because each variable is greater than 0.05 and in this case, the tukey test was performed.

Table 9. T-Test Results on Participants' Educational Status and Personality Traits Sub-dimensions

Variable	Education	X̄	F	Sig. (p)
Extroversion	Primary School			
	High School	26,8649		
	Undergraduate	26,8415		
	Postgraduate	28,0930	1,262	0,288
	and over	27,8222		
Neuroticism	Primary School			
	High School	29,1712		
	Undergraduate	28,3086		
	Postgraduate	29,5581	1,082	0,357
	and over	29,8000		

Agreeableness	Primary School		28,8108		
	High School		29,0122		
	Undergraduate	and	30,9302	7,064	0,000
	Postgraduate over		32,4000		
Conscientiousness	Primary School		29,0721		
	High School		30,3415		
	Undergraduate	and	31,1860	4,063	0,008
	Postgraduate over		31,6889		
Openness	Primary School		29,6036		
	High School		30,9756		
	Undergraduate	and	30,2558	4,841	0,003
	Postgraduate over		34,5778		

The significant difference between the educational level of entrepreneurs and the big five personality traits is due to the dimensions of agreeableness, conscientiousness and openness. H₃ hypothesis was partially accepted as a result of significant difference between the agreeableness, conscientiousness and openness dimensions, and education level. Tukey test results should be checked to understand which groups are significantly different.

Table 10. Tukey Test Result Regarding Education and Agreeableness Dimension

Agreeableness			
Tukey HSD			
Education	N	Subset for alpha = 0.05	
		1	2
Primary School	111	28,8108	
High School	82	29,0122	
Undergraduate	43	30,9302	30,9302
Postgraduate and over	45		32,4000
Sig.		,090	,365

Agreeableness levels of entrepreneurs with postgraduate are higher than entrepreneurs at other education levels. As education increases, agreeableness increases.

Table 11. Tukey Test Result Regarding Education and Conscientiousness Dimension

Conscientiousness			
Tukey HSD			
Education	N	Subset for alpha = 0.05	
		1	2
Primary School	111	29,0721	
High School	82	30,3415	30,3415
Undergraduate	43	31,1860	31,1860
Postgraduate and over	45		31,6889
Sig.		,080	,422

Conscientiousness levels of entrepreneurs with postgraduate are higher than other education levels. As education increases, conscientiousness increases.

Table 12. Tukey Test Result Regarding Education and Openness

Openness			
Tukey HSD			
Education	N	Subset for alpha = 0.05	
		1	2
Primary School	111	29,6036	
High School	43	30,2558	
Undergraduate	82	30,9756	
Postgraduate and over	45		34,5778
Sig.		,747	1,000

Among the entrepreneurs participating in the questionnaire, those who have undergraduate education have a higher openness dimension than the other education level entrepreneurs. As education increases, openness increases.

5. Conclusion and Discussion

In this study, it was investigated whether there is a significant difference between personality traits and demographic factors of entrepreneurs. There is statistically significant ($p < 0.05$) differences are founded between some personality traits dimensions and demographic variables so it can be said that the hypotheses of the study are partially accepted. In the study it is found that female entrepreneurs are more extroverted than male entrepreneurs while the agreeableness levels of male entrepreneurs are higher than female entrepreneurs, similarly in the previous studies women reported higher extraversion scores than men (Weisberg et al., 2011). In contrast to the findings of the study women consistently score higher than men on agreeableness factor (Costa et al., 2001; Keskin & Gündoğan, 2019). Single entrepreneurs are more extroverted than married entrepreneurs while the level of conscientiousness of married entrepreneurs is higher than single entrepreneurs, this situation can be evaluated as a product of the economic obligations and familial responsibilities of married workers (Solmuş, 2004). Conscientiousness levels of entrepreneurs aged 43 and over are higher than in other age groups while young entrepreneurs were found to have more openness than older entrepreneurs. Similar to this study, Rosen and Jerdee (1976) older people were perceived to be more conscientious. In contrast to the findings, younger people score higher than older ages on conscientiousness factors (Keskin & Gündoğan, 2019). Agreeableness levels of entrepreneurs with postgraduate are higher than entrepreneurs at other education levels. As education increases, agreeableness increases. Conscientiousness levels of entrepreneurs with postgraduate are higher than other education levels. As education increases, conscientiousness increases. According to the studies supporting this situation, as the level of education increases, the opportunity to take initiative, take responsibility and make independent decisions increases (Eren, 2000).

When entrepreneurship is limited to only male entrepreneurs, a large part of entrepreneurship potential in the social sense will be ignored (Yılmaz & Günel, 2011). In terms of entrepreneurship characteristics, it is seen that men and women have similar characteristics. However, it is observed that women entrepreneurs have different motives, skill levels and vitality. Factors that push women to entrepreneurship have been the subject of many different studies. When the developed countries are analyzed, it is seen that the most prominent factors that direct male and female entrepreneurs towards starting their own business are the desire to be independent and to prove themselves. The driving and attractive factors are almost the same for all entrepreneurs, regardless of gender. However, the desire for flexible working conditions becomes more important for women entrepreneurs than for men entrepreneurs. One of the major factors that push women toward entrepreneurship is a flexible work opportunity that allows more household and familial duties to achieve work and family balance (Baron, 2002).

Entrepreneurship is a major force that forms the economic basis of developed countries today. Countries can diversify their economies to the extent that they shape this power, as well as maintain their economic independence and increase their welfare level with higher technologies, new products, and innovative processes in their production. At this point, it is important to provide entrepreneurship training to young brains who can realize new business ideas, create an entrepreneurial culture, and to encourage individuals in

this way. Entrepreneurship contributes to the development and development of the country as well as providing success to the entrepreneurs. As the entrepreneurship tendency of the young population increases, the number of entrepreneurial individuals will increase, therefore the level of development of countries will increase in direct proportion.

The importance of personality traits and entrepreneurship matters increases. In terms of entrepreneurship, it is very important for individuals to know themselves well. Entrepreneurship may mean life-long work. When an individual does not engage in entrepreneurship that suits his personality traits, perhaps he will have to deal with a job he does not like for life. Personality traits that reveal individual differences can enable us to obtain important data on entrepreneurship of individuals. Entrepreneurship, which is determined in accordance with personality traits, can be effective in making the individual happy and successful.

There were some limitations in the study. It was not possible to generalize the results since the research was conducted in a single province. Considering the universe and the sample of the study a larger scale sample can be studied. The researchers who will study on the related subject can compare the results with different variables in different places and different times.

As a suggestion in the study, practices such as providing entrepreneurship trainings, increasing consultancy services, increasing support for businesses and providing communication channels to entrepreneurs are important in terms of development of entrepreneurship in countries. Within the scope of supporting women and young entrepreneurs, many institutions and organizations should create financial models to mobilize the added value that women and young people will create for the economy. A wide range of financial support from government agencies to private banks should be the subject of either new business or existing investments to be enlarged especially by women and youth.

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