

Relationship between Lifestyle to Entrepreneurial Ability of Physical Education Students

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ABSTRACT

The purpose of this study was about the relation of lifestyle to entrepreneurial ability of Physical Education students in the academic year of 2008-2009. Population of 1400 students of Physical Education MA public universities were using stratified sampling proportional to size as 170 people was selected. Data collection was done with using two questionnaires of the researcher made of lifestyle with 22 items and questionnaire made of entrepreneurship with 32 items. Its validity confirmed by specialists and experts and coefficient were using Cronbach alpha were obtained 0.92 and 0.92. The results showed that, there was a significant relation among student lifestyle with progress motivation and creativity, independence. But there was no significant relationship between the control centre and risk with lifestyle. The results also showed there is a significant relationship between student's lifestyle with entrepreneurial dimension respectively after independence, creativity, achievement motivation and risk and control centre.

KEY WORDS: Lifestyle; entrepreneurial ability; students; physical education.

INTRODUCTION

In recent decade's major developments and fundamental occurred in all societies' phenomenon and angles of life, so that continued success of the social dynamics of life requires that we deeply understand. To find ways to deal with problems we need to invent and innovate. Today that the world is growing and dynamic we can say that one way to combat the problems is entrepreneurship. Entrepreneurship is one of the changing processes that is important in this social system and can be a resolution of from many problems in the employment sector, especially the country's university graduates.

Entrepreneurship is the major factor of economic development in a market economy and the problems associated with its measurement should not decreased it's trying to promote it as part of the solution to unemployment. Also the entrepreneurial behaviour is the improvement factor of production, publication and application of innovative ideas and Entrepreneurship adjusted the deleterious effects of social though the creation of job opportunities in societies undergoing rapid economic changes. Generally, not only the entrepreneurial function affect on the growth rate of new enterprises but also increases the chances of survival and growth of existing enterprises [1].

Schumpeter (1934) believes that entrepreneur has different dimensions of need for achievement, internal control centre, sense of independence, risk preference and creativity [2]. In this study, the lifestyle included the collection of coherent behaviour and trends that can be consider as a style and way of life.

Veal (2002) believes that although each individual has its own lifestyle, shared characteristics close those in a consistent style [3].

Considering the growth of business sports in the community and the development of clubs in sports hero part or whether in sports entertainment of all countries attempting to create new job opportunities in the Sport domain with benefiting from credit facilities and programs. In 1999, 475 thousand jobs opportunity have been created in sport UK. Experts believe that today entrepreneurship in the sport is the most important element of sports development [3].

In the past, exercise was a less important factor in development planning, but today it is considered one of the indicators of sustainable development in communities. Today we cannot define the sport only from the perspective of the social role, but sport has a close relationship with other phenomena, politics and art. Exercise potential in terms of job production if is getting a special place. Also it has role in the economy of society. Entrepreneurship in Sport is the process of creating new businesses and new values and additional sports to market. Sports have suitable bed for entrepreneurship, for example in the world they use sport for advertisements, others use sports for marketing and in this way they make positive and constructive reputation, in the mind of people and in this way they have the highest audience. Variety, boundary violation, potential development, material and spiritual values, high demand for various goods, and a permanent public market and ... Included the characteristics of sports industry that may be a suitable bed for Entrepreneurship [4].

Rissole (1992) told creativity and innovation are effective the characteristics in doing entrepreneurial activity [5].

Ahmed (1995) believes that those entrepreneurs have internal control centre, willingness to risk and achievement motivation [6].

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Thomas (2000) and Ateljevic and Doorne (2000; 2001) strongly support the fact that small size businesses are the playground for specific entrepreneurial cultures, such as lifestyle entrepreneurs. They confirmed the relation between lifestyle and entrepreneurship. (Shaw and Williams, 2003) [7].

Postigo (2002) showed in the investigation that some students were proposed the priority for entrepreneurship education that includes: an introduction to entrepreneurship and business creativity and innovation, social entrepreneurship, finance and investment, developing business plan and management of occupational units [8].

Mum Ford (2002) believed that once creativity considered as a unique and is inherent, but compares the level of creativity and innovation in the U.S. with other cultures with the same level of complexity, but with less innovation indicated otherwise [9].

Dollinger (2003) believed Entrepreneurs create an innovative organization or network of organizations for the purpose of gain or growth, under conditions of risk and or uncertainty.

Howard (2004) showed that there is a direct relationship between ability and entrepreneurial ability of people [10].

Morrison (2006) showed have a closer look upon the characteristics of entrepreneurial guises, such as the case for lifestyle, social or family entrepreneurs, it can be observed that there is often a clear orientation towards non-economic motives [11].

Marskitti (2006) showed there is a significant relationship between the lifestyle of people and commercial development of entrepreneurs. He expressed factors such as jobs, families, communities and viewpoints of his life, included important factors in entrepreneurship of people and knows the entrepreneurial, due to their risky and courage lifestyle [12].

In Research by Jianyong, (2008), study the evaluation of entrepreneurship system in China's economy over 2854 people the results showed that the institutionalization of environment in a such entrepreneurial way has the important role in the being entrepreneur and public-private employment and other sites, included society and family have the important role in being entrepreneur and the importance of view of people to life has also an important role in being entrepreneur. The results of this study to find the personal traits of entrepreneurs and the importance of these factors (gender, occupation, age, education, financial conditions, social status) has been in getting entrepreneurship of people, this study shows that the environment with the views of people entrepreneurial for being has a significant difference, also changes in the structure of entrepreneurship evaluation system is the result of this study [13].

This Research studies the relationship between the lifestyle and entrepreneurial capabilities in physical education student's public universities. This field for the emergence of creativity and innovation can not only solve employment problems, but also absorb and apply the unemployed strata of society. Now that activity and work has taken a new form and is moving towards self-employment, entrepreneurship and job creation. Despite the importance of entrepreneurship in a developing economy, enough research has not been done in our country about it and raised several questions that to be felt the need for more research about them. Some of these questions include: What are the ways for strengthening entrepreneurship? How much is the amount of Lifestyle in being entrepreneurs? Whether the environment effect on being entrepreneurship or not? In the present decade, one of the biggest challenges for educated manpower in the field of physical education is employment; entrepreneurship is the suitable solution for facing this challenge. And regarding the increasing development of supplementary education and the need for study the aspects of entrepreneurship in this area in terms of new business and to address the topic of life-style characteristics of entrepreneurs that distinct them from non-entrepreneurs, researcher tries to examine the relationship between lifestyle and entrepreneurial ability in physical education students.

METHOD

The methodology was descriptive and correlation. The population was considered, including 1400 Master degree students of physical education of public universities. Total 170 people were selected. In this study, data collection tool, a questionnaire (22 items and 32 items entrepreneurial lifestyle) by the researcher based was on the five degree Likert scale that its validity by was confirmed experts, scholars and experts in the field of physical education and entrepreneurship. Content validity makes this insurance that scale creates a series of cases and adequate samples for the use of concept. The coefficient of lifestyle and entrepreneurship questionnaires using Cronbach alpha were 0.95 and 0.92, respectively. The dimensions of entrepreneur in five aspects of need for achievement, control centre, sense of independent, risk preference and creativity were analysed by using statistical multiple regression. Analysis of data took at two levels of descriptive (frequency, percentage, mean and standard deviation) and inferential level (Pearson correlation and ANOVA) using statistical software Spss.

RESULTS

The first research hypothesis: there is a significant relationship between the life style and achievement motivation physical education students.

According to the results in Table (1), the $r=0.20$ in the level of $p<0.05$ shows a significant positive correlation between the lifestyle achievement motivation physical education students. In other words, when the grades of the lifestyle of physical education increase, their achievement motivation increase too.

The second research hypothesis: there is a significant relationship between the lifestyle and creativity of physical education students.

Table (1) the results of the correlation coefficient between life style and achievement motivation of students of Physical Education

Variable	Significant	R	f
Lifestyle and progress of physical education students	0.01	0.20	170
Life style and creativity of Physical Education students	0.001	0.25	170
Lifestyle and independence of Physical Education Students	.001	.033	170
Lifestyle and Control Centre of Physical Education Students	0.08	0.13	170
Lifestyle and risk preference of physical education students	0.08	0.14	170

According to the results in Table (1), the $r=0.25$ at $P>0.05$ shows a positive and significant correlation between lifestyle and the creative of physical education students. In other words, when the grades of the lifestyle of physical education students increase, their creativity increase, too.

The third research hypothesis: there is a significant relationship between the lifestyle and the sense of independent in the physical education students.

According to the results in Table (1), the $r= 0.33$ at $p>0.05$ shows a positive and significant correlation between lifestyle and the sense of independent of physical education students. In other word, when the grades of the lifestyle of physical education students increase, their sense of independent increase, too.

Fourth research hypothesis: there is a significant relationship between the life style and control centre of physical education students.

According to the results in Table (1), r count 0.08 at $p> 0.05$ significant correlation between life style and control centre does not show physical education students. Fifth research hypothesis: there is a significant relationship between the lifestyle and risk preference of physical education students.

According to the results in Table (1), the $r=0.014$ at $p>0.15$ doesn't show a significant correlation between the lifestyle and risk preference of physical education students.

Conclusion

Analysis of findings related to the first assumption in this study showed that at the level of $p<0.05$, there is significant positive correlation between the lifestyle and achievement motivation of physical education students. In other words, when the grades of the lifestyle of physical education increase, their achievement motivation increase too. The results show that when the grades of the lifestyle are higher, the individual has higher motivation. This result as the same as Shaw and Williams (2003) Marcketti's result (2002). We can increase the achievement motivation through education for this purpose social institution like family and pedagogy can have an important role. We can increase the achievement motivation through increasing the cultural values, social systems, way and degree of much attention to people, way and degree of student's progress expectation, encourage and support of child for trying for development and supportive environment. Classroom are the best place to raise motivation in students and also in the same way, it can decrease motivation if it acts wrongly. One of the most important factors in entrepreneurship is a cooperative entrepreneurship. Whatever is in the country about entrepreneurship has been realized mainly individual entrepreneurship. Although the individual entrepreneurship is very important, many people due to limited mental and working capability fecundate cannot their initial ideas. If they work together, they can use their capacity. Thus with creating cooperatives entrepreneurship in exercise the entrepreneurship increase in this area.

The analysis of findings related to the second question indicated that there is a significant relationship between the two variables, life style and creativity at the level of $p \geq 0 / 05$. Based on output detained from Pearson correlation coefficient test R value has been 0.25 and can be said that these two variables, have average and direct correlation with each other. Creativity and innovation are in Entrepreneurship. We can claim that entrepreneurship doesn't have any meaning without them. In fact, creativity is finding of opportunities that cause distinguish entrepreneur from non-entrepreneur. Undoubtedly family has a very important role in guiding imagination and the emergence of creativity. After the family, social institutions such as schools and universities play an important role in raising the level of creativity. Questions, encouraging people to produce ideas, and help students to identify barriers to eliminate them, encouraging students to be sensitive to environmental stimuli, mental illustration and helps individuals to increase their creativity .To promote entrepreneurship there are important courses that can be effective in entrepreneurship: creativity and innovation courses, guidance and leadership abilities, decision-making skills, principles and techniques of negotiation, human resources management, financing methods and resources needed to obtain and work, developing business plans, business planning, quality management and productivity, strategic planning, maintain market position and marketing, accounting and economics. This courses are very important for sports management master degree students trend, and ultimately foster entrepreneurship components from the first years at the university, identify creative students at universities and train them for entrepreneurship, improve the educational system and also to nurture creativity in

universities Encourage students to think more and to create innovative works. These results were the same as Dollinger (2003), Mumford and Rissole's results.

Based on analysis results for the third assumption of the correlation coefficient between the components of lifestyle and independence 0.33 is in the error of level $p < 0.05$. According to the R there is a significant and positive relation between the lifestyle and the level of independence in physical education students. Therefore, how much the scores of lifestyle in physical education students be higher lifestyle feeling of independence in them is higher too. Consider the results of this study and similar studies of the foster of independence of children in family and create a space that they can participate in decision-making can lead to foster independence in people. Today, there is a very little attention to seeking independence at the universities and higher education institutions. To create independence in individuals we should allowed children mistake at schools or in families and fostering independence in students and create classroom space that they can participate in decision-making. In traditional organizations and families that the opportunity for failure and mistakes of people don't predicted predicting independence is reduced. It should be noted that at least every entrepreneur will experience failure in the entrepreneurial path once. The role of exercise in independence for people is very important in sports, although coach has tactics; still an athlete decides alone so to let the students gave wrong and led them in this direction. These results were the same as Postigo, Harvard and Rissole's results.

Analysis of findings related to the fourth assumption show that there isn't a significant relationship between the two variables of lifestyle and shared control centre at $P \geq 0.05$. Their research also in relation to the control centre showed that the control centre isn't important for entrepreneurship. The results indicate that there is no relationship between life style and control centre. In the other words the control centre is not affected by life style variable.

Analysis of findings related to the fifth assumption indicated that the correlation between lifestyle and risk with $r=0.14$ is at error level $p < 0.08$. Therefore, there isn't any correlation between these two variables. The results show that there isn't any relationship between lifestyle and risk of physical education student. This result was different with Shaw and Williams (2003) result.

Entrepreneurship in the sport can be through experience and transmission, but it is not easy to promote it. Most determining characteristics of entrepreneurship such as ability to use new opportunities, trust, creating networks of work and project work are subtle characteristics and cannot be easily understood them and change them to recommendation and instructions. So regarding the important factors in entrepreneurship and lifestyle variables of this research, we can train entrepreneurial people with support of these two variables.

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