

**FACTORS ASSOCIATED WITH THE PERCEIVED CORE TRAITS OF
MICROENTREPRENEURS IN CAVITE**

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ABSTRACT

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The purpose of this study was to identify the factors associated with the core traits of microentrepreneurs in Cavite. This study examined the different factors affecting core competencies of Cavite microentrepreneurs, which include demography, personal environment and motivation. It specifically aimed to accomplish the following:

1. To discuss the sociodemographic profiles of microentrepreneur-respondents;
2. To determine the sociodemographic and the personal environment factors that motivated the respondent microentrepreneurs to engage in business;
3. To ascertain relationship between sociodemographic and personal environment factors and the microentrepreneurs perceived core traits;
4. To determine the perceived core traits of micro entrepreneurs in Cavite; and
5. To compare the perceived core traits of the respondents when classified by industry.

This paper utilized descriptive approach in gathering the perception of the respondents on the sociodemographic factors that motivate them to go enterprising, while correlation was used in establishing the relationships between sociodemographic and personal environment factors and the microentrepreneurs perceived core traits.

Seventy seven entrepreneurs, based on 2003 listings of Department of Trade and Industry–Cavite, were surveyed. The study used modified questionnaire in order to

identify the associations of different factors with the perceived core traits of microentrepreneurs in Cavite.

Using chi-square test of associations, findings showed that demography of the respondents is not associated with their motivation to start an enterprise. It also showed that the demography of the respondents is not associated with the perceived core traits of a microentrepreneur.

Findings showed that demographic factors were not related with individual's motivations in engaging in an enterprise, it also showed no relationship with respondents' perceived core traits.

Training, skill and nature of business are the three main areas of personal environment mostly associated with respondents perceived core traits. The predominant core trait of the respondents was risk calculation.

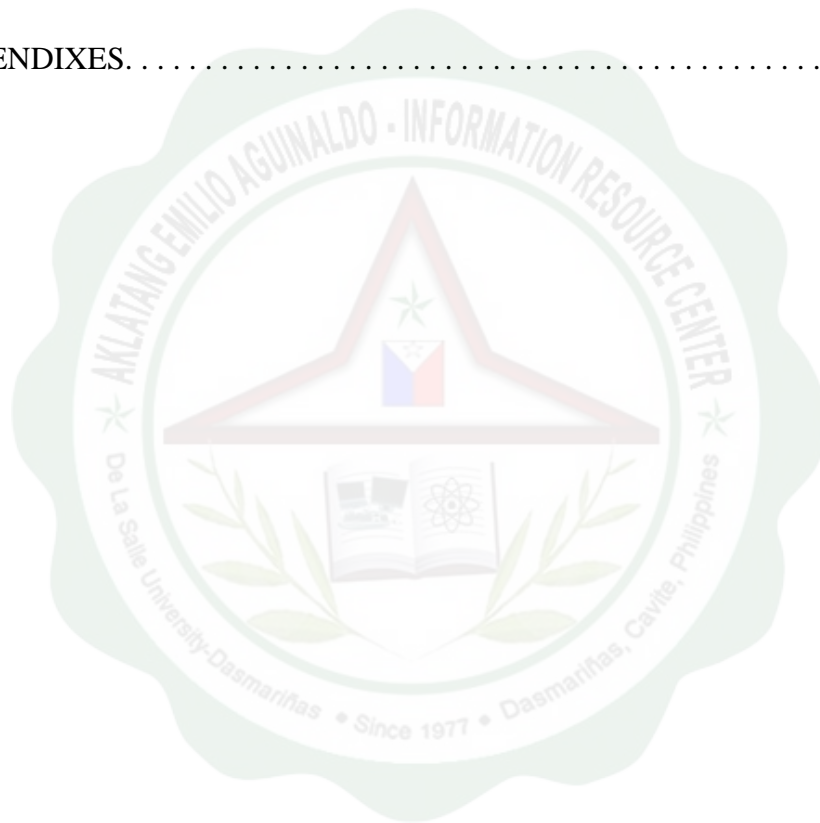
Results suggested that aspiring entrepreneurs must gauge their potential on how it is aligned with their background and field of interest before engaging in an entrepreneurial venture. Also, given that risk in enterprising is inevitable, risk calculation should be given much focus.

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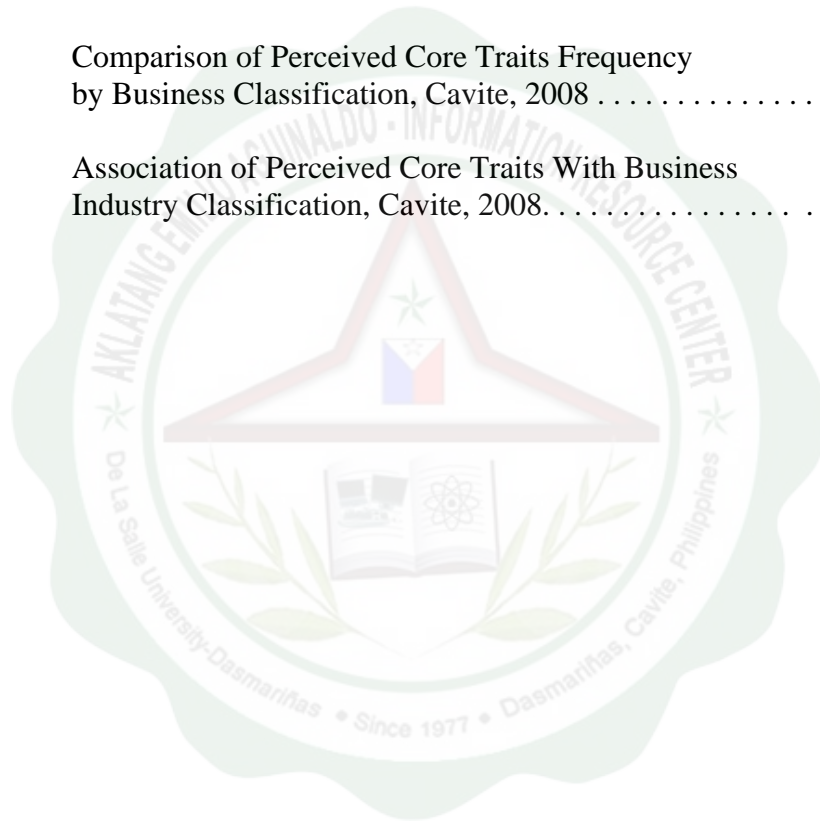


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