



A FIELD SURVEY ON THE INFLUENCE OF NEED AND OPPORTUNITY VARIABLES ON BUSINESS OPENNESS

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ABSTRACT

Many studies have shown that entrepreneurship is fundamental for the development of the economy. Before the very definition of entrepreneurship, there were practices that were vital to the human survival. This article focuses on the study quantitative and qualitative on micro and small companies of downtown of the city of Macapá – AP, analyze the influence of the variables “necessity” and “opportunity” for the appearance of new entrepreneurship. The results suggest that these two factors are important for the upbringing of new entrepreneurship, but the necessity has shown to be the most determining in face of other variables to the injection of people on the market of said region.

Key-words: entrepreneurship, necessity, opportunity.

1 Introduction

In the last few years to the present day, entrepreneurship has gained an emphasis on its theoretical basis by many doctrinators, both nationally and internationally, focusing among other factors, two of which are primordial for the initiation of entrepreneurial practice, necessity and/or opportunity , as: (SIPILÄ, 2006; REI, 2007; GIL, 2008; JULIEN, 2010; HERBERT; LINK, 2010; ALVES, 2011; LANDSTRÖM; HARIRCHI; ASTRÖM, 2012; SIVAPALAM; BALASUNDARAM, 2014; LEITE; MORAES; SALAZAR, 2015; COSTA, 2015), also maximizing the investigations on the internal and external influences to the entrepreneurship that are inserted in the study area and influence directly in the economy of certain regions and groups of individuals. There is also the GEM (*Global Entrepreneurship Monitor*), currently classified as the most relevant study on the development of national and international entrepreneurship, and is willing to investigate the per capita percentage of entrepreneurs entering the country by various factors.

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Among the many motivations pointed out by GEM, necessity and opportunity were the factors that proved to be the most relevant and capable of revealing entrepreneurs, comprising a total percentage of approximately 97% of the directors that are working in the market due to these two factors (GEM, 2011). Those laborious ones carried by these questions differ in individuals who need to enter the market in the face of an arduous scenario of self-sufficiency and of third parties, and by citizens who see a favorable opportunity to make investments, whether or not as a form of income supplement.

At this juncture, it was examined through scientific studies that gave base to the formulation of a questionnaire with the objective to verify which of the hypotheses: H0: Necessity and / or opportunity are the determining factors for the emergence of new entrepreneurs, and H1: Necessity and / or opportunity are not the determining factors for the emergence of new entrepreneurs, is valid to answer: Does the need and / or the opportunity provoke the emergence of new entrepreneurs?

In the first textual part of the article is arranged the theoretical referential that is divided into three sections: History of entrepreneurship, which brings concepts of initiation to this practice from the feudal era to the present day; Difference of entrepreneurship by necessity and opportunity and the optics of technical knowledge, showing different views and concepts by different theorists that point out the reasons that differentiate this duality of entrepreneurship, also addressing the importance of technical knowledge for business management and continuity; Influence of need and opportunity on entrepreneurship, highlighting some of the main aspects of these two variables that directly influence the economy and society. In the second part, the methodological process was explained, where a questionnaire with 5 (five) closed-ended questions was applied to 80 (eighty) entrepreneurs from micro and small companies of the commercial center of Macapá-AP, aiming to probe the incidence of the two main motivational factors mentioned above.

As far as the results of the research are concerned, they are distinguished from the national parameters, which point out that the greater incidence of entrepreneurs is given by the opportunity, since according to GEM (2014, p.9) "Of the total number of Brazilian entrepreneurs in 2014, 70.6% were due to opportunity", bringing data inversely proportional to these, indicating that the predominance in the municipality of Macapá-AP is of entrepreneurship by necessity, with a percentage of 75%.

2 History and concepts of Entrepreneurship

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Entrepreneurship for many individuals may seem a rather premature topic, but according to Landström, Harirchi and Aström (2012) is a practice as older as barter, but that was not as discussed and approached as in the last five decades.

This discussion was fostered after the feudal system implanted in the European economy during the Middle Ages, where the church and the feudal lords were landowners, so the privy property was highly limited and high tax rates were attributed to the products (LANDSTRÖM & BENNER, 2010). But, according to Verga and Silva (2014), during this same historical period, there was a slow breakdown of these paradigms, and consequently, the entrepreneurial system evolved based on the bourgeois class and the rise of cities.

For Murphy, Liao and Welsch (2006), entrepreneurship gained strength in the sixteenth and seventeenth centuries, aiming at rectifying inefficiencies, promoting innovative solutions, goods and services. However, the entrepreneurial movement has been improving since the eighteenth century with the convenience of entering new markets and the advancement of applied social sciences.

According to Alves (2011), the essence of entrepreneurship is constantly confused with man's own evolution, since it is believed that "entrepreneurial behavior" always persisted and that it was the driving force for man to architect, produce and develop until the current situation. However, according to the author, the use of the word "entrepreneurship" is more contemporary, where the great economist and writer of the seventeenth century Richard Cantillon is seen by many as one of the precursors and idealizers of the term, being one of the pioneers to discern the entrepreneur and the capitalist, therefore the one who takes risks and the one who provides the capital, respectively.

Many writers from the seventeenth century to the present century sought to engage and educate themselves in scientific knowledge and consequently fostering great contributions to the advancement of entrepreneurship and making it a world-known and labored science. Although it is a subject vastly debated nowadays, its ideals are dynamic and relative, ranging from culture to culture, from economy to economy and from thinker to thinker. With the evolution of society, it is noticed that to the term entrepreneurship were used several meanings, that were restructured according to this evolution, maintaining the conceptual essence. Verga and Silva (2014, p. 2) state that:

In the seventeenth century, represented in the economic era, the entrepreneur was linked to a person who "took responsibility and coordinated a military operation,"

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and by the end of this century and the beginning of the eighteenth century the term was used as a reference to the person who "created and led enterprises".

Landström & Benner (2010) and Julien (2010) portrayed the contributions of the French based on Jean Baptiste Say (1767-1832), where they interpreted the director as coordinator of distribution and production, therefore, a figure that was restricted to associate the "property, patrimony and human capital" produced in new entrepreneurial projects.

Over the years these meanings became insufficient and were being updated with the advancement of this administrative science. Therefore, it was necessary to adapt the term to a new conception, according to the entrepreneurial functionalities of the current period. Alves (2011) reports that for the Austrian economist Joseph Schumpeter, the entrepreneur was able to assimilate and take advantage of the opportunities generated by the technological advances, inserting and modifying scenarios with modernizing processes of production, expanding trades, agglutinating values with inputs and constituting new companies, enabling even the creation of new financial circuits.

In agreement with the previous assertion, entrepreneurship is established as an opportunity for the idealization of something new, not necessarily new services or goods or trades, but it can architect the optimization of a new marketing sector, using new inputs, giving rise to new means of production or adequacy according to the demand (BARON, & SHANE, 2007).

These affirmations demonstrate that entrepreneurship is seen as an exercise carried out by intrinsic agents able to verify a well-timed situation for investments that can generate satisfactory profits in the short, medium and / or long term, that is, it is an activity practiced by individuals who are attentive and willing to explore the real opportunities offered by the market in order to achieve a lucrative success and, consequently, their development in the face of market and of the trade itself as a whole, enabling the generation of employment and income.

3 Difference of entrepreneurship by opportunity and necessity, and the perspective of technical knowledge

Opportunity and necessity are variables that are constantly confused, because they are terms that have similar contents, and that often cross when the individual sees within their need an opportunity for their subsistence. But it is important to note that there is a big difference between terms. Opportunity is characterized by a timely situation to do something

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that can generate benefits in order to improve the situation of the individual at an appropriate time. Necessity is something indispensable, what must be done for the purpose of preserving life, that is, is attributed to those who are deprived of property necessary to live. Based on the conceptual principle, it will be sought in this topic to establish the difference between the entrepreneur by necessity and opportunity.

Monteiro *et al.* (2007) state that the entrepreneur by necessity is characterized by the one who acts seeking means of security and survival, that is, is motivated to start businesses incited by the absence of possibilities of charges and revenues.

This shows that the lack of jobs has been disproportionate to the great demand for jobs, which ends up causing a certain imposition and vulnerability on the individual, motivating him to idealize his own source of income as a way to secure himself financially. Reynolds *et al.* (2005) affirm that the GEM (Global Entrepreneurship Monitor) aims to research on the national scale the variants of entrepreneurship and its influences for the generation of employment and progress in the economy. According to Bosman and Harding (2007), the diagnosis of GEM 2006 shows that the presence of entrepreneurs who are driven by the need is more significant in countries where the individual income derived from the work is medium, and consequently to them are employed the characteristic of small entrepreneurs because of opportunities, but rather by necessity. Therefore, it is inferred that a great part of the entrepreneurs motivated by the necessity are found in places where the opportunities of work are reduced.

If it were not for entrepreneurship, such regions, where the entrepreneur is predominantly motivated to undertake for their subsistence need, would be less developed and consequently the generation of employment and income would be unsatisfactory, since Costa (2015 p.70) states that "Entrepreneurship is a preponderant factor in generating employment and income and in strengthening the economy of a given region".

Monteiro *et al.* (2007) argue that the virtuosity of identifying opportunities is especially characterized by the ability to detect new product and / or service opportunities, identifying what other competitors can not perceive, see beyond. According to Sipila (2006), the process of undertaking by virtue of opportunity is given by the observation of certain opportune situations that can generate economic evolution and its own development and, thus, the entrepreneur decides to enjoy the same.

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Certain theorists point to factors other than conceptual, but practical, that is, they delimit personal aspects that distinguish the entrepreneur driven by necessity and opportunity, and also where these visions intersect. This is of fundamental importance in order to understand the difference between these phenomena, especially when it comes to market opportunities. Monteiro *et al.* (2007, p. 4) show that "the entrepreneur, because of his personal characteristics and abilities, and how he acts in the environment, decides to explore the opportunity."

However, this alone is not enough to undertake the correct way for the individual to be successful in the field. Costa (2015, p. 70) states that:

The personality factors that characterize the entrepreneurial beings as people who can see opportunities where others cannot, are commonly explored in the academic, scientific environment. However, if being an entrepreneur is a genetic trait, they do not need anything else to succeed.

Costa (2015) also says that many studies in this area and still many entrepreneurs do not give due importance to the perception of business practices and techniques, such, for example, business plan, financial reports, elaboration of product sales prices, management of positions and salaries, a coherent study of the market, among other factors that contribute so that the individuals that enter the market to undertake become successful in their businesses.

In this way, it is evident that to undertake successfully crosses the field of savvy in knowing to find the opportunities that the market offers, even though this is an important factor, and this is indeed evidenced by Bosman and Harding (2007) emphasizing that the report of GEM 2006 points out that even with many opportunities in Brazil, more is undertaken by necessity, that is, lack some characteristics that give the ability of many Brazilians to perceive their entrepreneurial character and learn some skills and techniques to foment a possible business of success.

4 Influence of need and opportunity in Entrepreneurship

In recent years, many have been the theorists who have investigated entrepreneurship by necessity and by opportunity, either jointly or isolatedly, or from the perspective of dependence or interdependence of these factors, as (BLOCK; SANDNER, 2009; COSTA, 2015; JULIEN, 2010; LANDSTRÖM; BENNER, 2010; SIVAPALAM; BALASUNDARAM, 2014) thus continuing to foster studies on some aspects that influence an individual to become an entrepreneur out of necessity and / or opportunity.

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For Vale, Corrêa and Reis (2014), the entrepreneur by necessity is one who opens an organization pressured by the absence of alternative work or other sources of income. Based on this fact, it is possible to observe that such entrepreneurs are driven by necessity, and therefore must have as peculiar characteristic the acumen to identify opportunities in the market that can be lucrative alternatives, being that this characteristic directly influences the behavior of the individual that craves to undertake. Vale, Corrêa and Reis (2014) ratify the idea that the idealizer must be present and safe on all occasions, thus being able to identify and even discover new opportunities that the market can opportune, in order to make the investments propitious and coherent with the market demand. Theorists Tang, Kacmar, and Busenitz (2012) affirm that individuals should be in state of alert so that they can engage in a new venture, a new source of resources. It is important to point out that all those who are motivated by the need to venture in this area observe the market dynamics so that they know where to invest, where to buy and how to sell, and soon they will be able to discover and explore new opportunities. "In this procedural perspective, the context is fundamental in the studies of entrepreneurship"(LEITE; MORAES; SALAZAR, 2015, p. 80).

Alves (2011) states that opportunities are situations where inputs, labor and therefore other or new goods are sold and traded at a value higher than their costs, so that profits are obtained. From this point of view, entrepreneurs, for the most part, leave the comfort zone, influenced by the need for subsistence, the aspiration for the profit they undertake in a correct way, thus entering the market driven by necessity and opportunities. Rei (2007) explains that the economic growth of those who impose themselves as entrepreneurs was most often due to the necessity that led them to the field of entrepreneurship. Therefore, this shows that a large part of the workers who are insert in the market today aroused from a peculiar need, that consequently could be seen as a favorable occasion to start their investments in the market.

A relevant aspect is what Leite; Moraes e Salazar (2015) mention that the exploitation of situations is directly influenced by the creative power of the entrepreneur. This is what Venkataraman et al. (2012) argue, since it is indispensable to know how to exploit the opportunities, then the discovery of opportunities ends up not being the main factor for the entry of many individuals into the entrepreneurial field. According to Faia, Rosa and Machado (2014), many individuals who are aspiring to entrepreneurship are unable to discover or exploit opportunities due to mistakes and failures in markets and price fixing, allowing the adhesion of inputs with low prices, combining and reselling them in markets where prices are higher. It also stresses as a cause, the constant state of equilibrium of the

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market, defended by Schumpeter, where the information's are shared imperfectly and, consequently, the state of equilibrium is given through the price system. Therefore, some entrepreneurs having this information before others, can also obtain inputs with lower prices and thus reselling them after recombining them. For Snowden and Vane (2005), imbalance is termed as asymmetry of market information. Herbert and Link (2010) affirm all that was seen previously about the opportunities and the dynamics of the market when they establish that the secret of entrepreneurship is the alert to new opportunities, being the entrepreneur driven by the needs of growth, then has the role of reaching adjustments that will necessarily determine market equilibrium.

Of course, in the current world and with the various economic crises experienced, the variable opportunity is intrinsically linked to the need, since this ends up being a determining factor for the daily insertion of new entrepreneurs in the labor market, since they are influenced by the absence of income, still need to have applied creativity together with technical knowledge to meet the family's subsistence demand. Although many theorists claim that the emergence of new entrepreneurs is only based on the duality of need and / or opportunity, others such as Willians, Round and Rodgers (2009, 211) point out that this dual premise should long have been "replaced by a more comprehensive nuance of the rich and dynamic motivation present in the decisions" of becoming entrepreneurial. Thus, it is essential that aspiring entrepreneurs know how to understand the market dynamics to make their investments a safe source of profits, studying the market and all its economic dynamics, knowing how to anticipate and to explore in a coherent way any and all opportunity that trade can provide them for such purposes, even because, Schweizer, Vahlne and Johanson (2010) affirm that the opportunities are autonomous to the proactive attitudes of the entrepreneurs.

5 Methodology

The present work was elaborated in two distinct moments having two types of research. In the first part was used the exploratory research typology from articles, theses, dissertations, scientific journals, books, among other bibliographic supports, which for Gil (2008) aims to promote the reader as broad as possible on the subject. In this sense, there is not the focus of exploring the unknown about the theme, but rather the improvement of what has been evidenced in other researches related to the theme, leading the reader to know the reality of the Macapaenses entrepreneurs with regard to motivational factors, necessity and opportunity, as variables for the insertion of these individuals into the market.

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In the second moment, the research was carried out in the field, with quantitative-qualitative character. Quantitative nature, since it was used a questionnaire with investigative content, directly questioning eighty interviewees, in order to make probes on the subject, where the data collected will be converted into numbers for better visualization and understanding of the results, thus obtaining satisfactory conclusions. Qualitative in that it aims at the concern with the processes of realization of the same, researching the correlation existing between the reality and the purposes of the topic in vogue, requiring greater involvement of the researchers in the investigation and data collection.

Thus, this research was proposed with the aim of analyzing whether the variables necessity and opportunity are important for the emergence of new entrepreneurs in the labor market of Macapá-AP Municipality. For this, a questionnaire was applied with five closed questions, related to the importance of the need and opportunity factors, the simultaneity of these questions and if some technical knowledge (s) was present in the decision making for its insertion in the market as an entrepreneur.

A sample of 80 (eighty) entrepreneurs participated in the research, where their enterprises are located in the central area of Macapá-AP, in a universe of approximately 200 businesses that operate in that geographic space. Those informations was provided by the Commercial Board of Amapá (JUCAP), so the entrepreneurs could be contacted so that the interviews could be conducted according to their availability. These data collections were carried out from July 2015 to July 2016. Descriptive statistics were used as well as hypothesis testing and simple linear correlation, as a tool to analyze the data collected.

6 Results and discussions

The quantitative research typology allowed for a broader coverage regarding the number of entrepreneurs and the interpretation that most of them were biased to be inserted in the current trade of Macapá by the variable necessity. On the other hand, the qualitative research made possible a more in depth investigation about the subject, revealing some complementary propulsive factors to the variables discussed throughout the article, denominated here of motivational factors, not described in the bibliographic research.

The need for subsistence and the search for a better income are notorious and simultaneous factors in the two aforementioned areas of research. A percentage of 75% of the respondents pointed out that the necessity factor was present at the beginning of their entrepreneurial walk. This factor contrasts the evidence of the opportunity in this research,

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where 41.5% of respondents reported that this variable was present in decision making to become entrepreneurs. However, it was possible to observe that within the necessity, a good part of the entrepreneurs could detect a market opportunity, when a portion of 77.5% of the total, said that the variables were present simultaneously. A serious factor verified in the research was the lack of technical knowledge in the insertion of 70% of the respondents in the market, however, an almost total fraction of 93.75% believes that it is necessary the adhesion of technical knowledge to be able to perform a good management, that is related to the complexity of the current market. Table 1 below shows the results obtained in field research, which is in line with the literature search. It should be noted that the letter Q corresponds to the Question used in data collection.

Questions	Percentage values (%)		Percentage in quantity	
	Answer YES	Answer NO	Answer YES	Answer NO
Q1- Was the necessity factor decisive for you starts to undertake?	75%	25%	60	20
Q2- Have you entered into the entrepreneurial field by virtue of observing an opportunity in the market?	41,25%	58,75%	33	47
Q3- Were the necessity and opportunity variables present simultaneously when you decided to undertake?	77,5%	22,5%	62	18
Q4- Did you have the technical knowledge to undertake when you decided to enter the market?	30%	70%	24	56
Q5- Do you believe having technical knowledge about entrepreneurship is relevant to running a business?	93,75%	6,25%	75	5

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Table 1 lists the actual numbers of people interviewed, transformed by the rule of three simple to percentage values.

The need factor was predominant, indicated by 75% of the respondents as the main point to start a particular enterprise, and this is approached by Costa (2016) as a state of discomfort, concern and discontentment of the individual, since motivated by necessity, the even seeks financial and social balance, through entrepreneurship. This reason is therefore accompanied by a minority parcel of 41.25% who entered the market by virtue of observing an opportunity. This is seen by Sipilä (2006) as an element to be explored, where the individual seeks to satisfy his desires. These data intersect in the third questioning, where 77.5% of the interviewees showed that there is indeed an opportunity inserted in the shortage, since the individual is pressured by the inevitability of their own subsistence and of third parties, thus going in search of a way to keep themselves. the creation of a company, 93.75% of the entrepreneurs mentioned that it is fundamentally important to have technical knowledge to manage a company, since 70% of them did not have any managerial knowledge, learning only with daily practice, which by many is pointed as risky. This is, in fact, in agreement with Costa (2015) in his studies on the importance of entrepreneurial training for the training of entrepreneurs, which as a basic requirement to be a successful entrepreneur, due importance should be given to the knowledge of strategies such as the formation of a business plan to focus on the company's objectives.

In order to corroborate with our research the following hypothesis test was elaborated:

H0: Necessity and / or opportunity are the determining factors for the emergence of new entrepreneurs.

H1: Necessity and / or opportunity are not the determining factors for the emergence of new entrepreneurs.

By means of this study was tried to obtain the difference between the observed and expected values, or a superior difference, if the Null hypothesis was true (q-value). As in all hypothesis tests, it is based on this probability that it was decided whether or not the Null Hypothesis is accepted. In the case of the correlation between the necessity and opportunity variables and the opening of companies, from the Q-value associated with the chi-square found the mean indicator was 19.58 and the chi-square 17.29 was a very robust factor and its q-value was 0.008, that is, in this case it was accepted the hypothesis, therefore, there is correlation to a 95% confidence level between necessity and opportunity and opening of

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ventures. Therefore, it is possible through the hypothesis test to confirm that the necessity and / or the opportunity are determining factors for the emergence of the new ventures within the researched sample.

7 Final considerations

Based on the data obtained, it is possible to make some analysis and to obtain some conclusions regarding the hypotheses presented in view of the increasing appearance of new enterprises in the commercial center of Macapá-AP. Based on the studies carried out, it is observed that the hypothesis H1: Necessity and / or opportunity are not the determining factors for the emergence of new entrepreneurs, it is not accepted, and the hypothesis H0: Necessity and / or opportunity are the determining factors for the emergence of new entrepreneurs, it is validated. This allows to consider that the necessity and opportunity are expressive variables to explain the insertion of new entrepreneurs in the said market region.

Among the motivational factors perceived from the need, it is possible to emphasize the lack of industries, the lack of public contests and the non-approval of many individuals in them, and consequently the non-inclusion of these in the third economic sector of the State, which is driven by the "paycheck economy". There is still unemployment due to the current economic crisis experienced in Brazil, as evidenced by IBGE (Foundation Brazilian Institute of Geography and Statistics) data, when it reports that in the second quarter of 2016, Amapá had the highest unemployment rate in the country, with a 15.8% unemployment rate. The data increased in relation to the first three months of the year, when the indicator was 14.35% (PACHECO, 2016)

Other elements were also perceived, but in the perspective of opportunity, which are evidenced by the individuals that participate in the service sector, which has a rate of 48% in the State of Amapá, where some are not satisfied by the remuneration received, seek entrepreneurship as a form of complementation of their income. It is noted here that these do not depend primarily on entrepreneurship, but that they saw an opportunity to improve their financial stability. Another portion is also affected by the factors covering the need cited above, as well as other individuals who do not have subsistence needs because they are in a certain zone of family comfort. All of these find in the opportunity a way to acquire their financial independence.

New questions may arise from the results obtained in this research, potential for future research, covering sectors and regions more appropriate according to the purpose of the

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studies. From the results, it is necessary that the individual who seeks their insertion in entrepreneurship, give more importance to the institutions that guide entrepreneurial thinking, such as SEBRAE (Brazilian Service to Support Micro and Small Enterprises), so that they are prepared to undertake in the current and complex labor market.

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