

# The Influence of Personality Traits and Frustration Tolerance on Home-Returning Migrant Workers' Entrepreneurial Willingness —A Mediation Model with Moderating Effect

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**Abstract:** The national and local governments have issued a series of documents to speed up the development of agriculture and rural areas since the 19th National Congress of the Communist Party of China put forward the Rural Revitalization Strategy. This paper takes the home-returning migrant workers in Chaoyang City, Liaoning Province as the research samples, and uses a questionnaire survey to study the migrant workers' willingness to return home to start a business. This paper analyzes the current situation and existing problems of migrant workers' willingness to return home to start a business in Chaoyang City, Liaoning Province, and puts forward corresponding countermeasures and suggestions to promote migrant workers' return home to start a business and accelerate the development of Rural Revitalization.

**Keywords:** Proactive Personality, Frustration Tolerance, Home-returning Migrant Workers, Entrepreneurial Willingness

## 1 Introduction

The report of the 19th National Congress of the Communist Party of China pointed out that the issue of agriculture and rural farmers is a fundamental issue related to the national economy and the people's livelihood. The party regards solving the "three rural" issues as the top priority of the party's work and implements the strategy of Rural Revitalization.

Farmers are the key to the effective implementation of the Rural Revitalization Strategy. Since the reform and opening up, a large number of migrant workers choose to work in cities every year. The rural surplus labor force is generally older and has a low level of education, resulting in an increasing trend in the gap between urban and rural areas. With the proposal of the Rural Revitalization Strategy, driven by the party and the state, the state and local governments have issued a series of policies to encourage returning migrant workers to start businesses, including cultivating new professional farmers, building a team of professionals, giving full play to the

supporting role of scientific and technological talents, which has greatly promoted the enthusiasm of returning migrant workers to start businesses.

## 2 A review of the literature

The willingness to return home to start a business is the key to understanding the entrepreneurial behavior of migrant workers. Bird (1988) called entrepreneurship a conscious and planned behavior<sup>[4]</sup>, while Krueger (1993) pointed out that willingness is the only best predictor to explain planned behavior, so analyzing entrepreneurial willingness is the key to mastering entrepreneurial behavior<sup>[13]</sup>. Thompson (2009) pointed out in his research that entrepreneurial willingness is the spiritual pillar of individual entrepreneurial behavior and an important driving force to promote future entrepreneurial behavior<sup>[22]</sup>, which is consistent with the research conclusions of domestic scholars Fan Wei and Wang Chongming (2006)<sup>[8]</sup>.

In recent years, scholars' research on migrant workers' Entrepreneurship mainly includes the following aspects: Shi Tao<sup>[21]</sup>(2016), Liu Yanghui<sup>[16]</sup>(2017), Zhou Hong<sup>[28]</sup>(2018) and others mainly study the support of entrepreneurial finance; Ke Yiqun<sup>[11]</sup>(2010), Wang Juehui, Zhang Xiue<sup>[23]</sup>(2014), Kong Fanzhu, Zhao Li<sup>[12][12]</sup>(2018), Zhang Lixin, Duan Huiyu<sup>[26][24]</sup>(2019) and others studied the path of government policy support on entrepreneurship; Zhu Honggen<sup>[29]</sup>(2011) and Zhang Yong<sup>[27]</sup>(2015) focused on the impact of entrepreneurial business environment on entrepreneurship; Seibert<sup>[19]</sup>(2011), Xie Tingting<sup>[25]</sup>(2016), Cai Jie, Xia Xianli<sup>[5]</sup>(2016) and others conducted research from the perspective of entrepreneurial risk; Bourdieu<sup>[2]</sup>(1980), Zimmer and Aldrich<sup>[1]</sup>(1986), Woodward<sup>[24]</sup>(1988), Johannissin<sup>[10]</sup>(1990), Bian<sup>[3][14]</sup>(1997), Venkataraman<sup>[20]</sup>(2004), Lv Chenglun<sup>[17][17]</sup>(2016), Li Jun<sup>[14][14]</sup>(2018) and others believe that entrepreneurial social capital is the extension guarantee of entrepreneurial success; Gartner<sup>[9]</sup>(1985), Qison and Bosserman<sup>[18]</sup>(1984), Estay Christophe<sup>[7]</sup>(2013), Liu Meiyu<sup>[15]</sup>(2013), Ding Ke<sup>[6]</sup>(2016) and others analyzed from the perspective of entrepreneurial motivation.

## 3 Evaluation object and data source

This study selects Chaoyang City, Liaoning Province as the research object. Chaoyang City is a large labor output city in Liaoning Province, and it is also a city with a large number of migrant workers and prominent problems of migrant workers in Liaoning Province. The survey data of this paper mainly come from the villages and towns under the jurisdiction of Chaoyang City, where there are rich places for migrant workers to enter, including both domestic and overseas. There are a wide variety of migrant workers, involving both the secondary industry and the tertiary industry.

On the basis of variable measurement and research hypothesis, this paper designed a questionnaire study on the influencing factors of home-returning migrant workers' willingness to return home to start a business. A total of 550 questionnaires were issued, and 449 valid questionnaires were recovered, with an effective rate of 81.6%.

## 4 Research hypothesis and reliability and validity test of the scale

### 4.1 Research hypothesis

According to contingency theory, individual will is affected by individual characteristics, individual resource capacity and internal and external environment, while migrant workers' return home entrepreneurship is a risk decision-making behavior, which is affected by many factors. Therefore, this study mainly selects initiative personality, entrepreneurial frustration tolerance and entrepreneurial atmosphere as evaluation indicators.

It has been found that initiative personality and entrepreneurial frustration tolerance are two important factors that affect entrepreneurial intention, and both of them have positive effects on entrepreneurial intention. However, there is no clear conclusion on whether initiative personality has a positive impact on entrepreneurial frustration tolerance, the relationship between the two variables and entrepreneurial willingness, and whether entrepreneurial atmosphere plays a regulatory role between entrepreneurial frustration tolerance and entrepreneurial willingness.

Based on the above analysis, this study constructs the following theoretical model (figure 1):

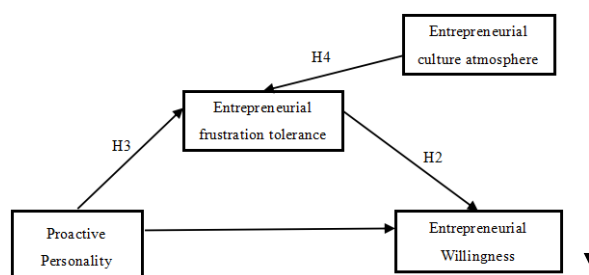


Figure 1: Conceptual model diagram.

The following assumptions are made based on the conceptual model diagram:

#### (1) The influence of proactive personality on entrepreneurial intention

H<sub>1</sub>: Proactive personality has a significant positive impact on the willingness of migrant workers to return home to start their own business

H<sub>1a</sub>: Enthusiasm has a significant positive impact on the willingness of migrant workers to return home to start their own business

H<sub>1b</sub>: Tenacity has a significant positive impact on the willingness of migrant workers to return home and start their own businesses

H<sub>1c</sub>: The transformability has a significant positive impact on the willingness of migrant workers to return home to start their own businesses

#### (2) The impact of entrepreneurial frustration tolerance on entrepreneurial intention

H<sub>2</sub>: Frustration tolerance has a significant positive impact on the willingness of migrant workers to return home to start their own business

(3) The influence of proactive personality on entrepreneurial frustration tolerance

H<sub>3</sub>: Proactive personality has a significant positive impact on entrepreneurial frustration tolerance

H<sub>3a</sub>: Enthusiasm has a significant positive impact on entrepreneurial frustration tolerance

H<sub>3b</sub>: Tenacity has a significant positive impact on entrepreneurial frustration tolerance

H<sub>3c</sub>: The transformability has a significant positive impact on entrepreneurial frustration tolerance

(4) The Mediating effect of entrepreneurial frustration tolerance on proactive personality and entrepreneurial intention

H<sub>4</sub>: Entrepreneurial frustration tolerance plays a mediating role between initiative and willingness of migrant workers to return home to start a business

H<sub>4a</sub>: Entrepreneurial frustration tolerance plays a mediating role between enthusiasm and willingness of migrant workers to return home to start a business

H<sub>4b</sub>: The entrepreneurial frustration tolerance plays a mediating role between the tenacity and the willingness of migrant workers to return home and start a business

H<sub>4c</sub>: Entrepreneurial frustration tolerance plays a mediating role in the relationship between the transformability and the willingness of migrant workers to return home to start a business

(5) The Moderating effect of entrepreneurial cultural climate on entrepreneurial frustration tolerance and entrepreneurial intention

H<sub>5</sub>: The Moderating effect of entrepreneurial cultural climate on entrepreneurial frustration tolerance and entrepreneurial intention

According to the previous studies of scholars, this study was carried out by using scale measurement. There are 4 items in the measurement of creative willingness, 13 items in the measurement of proactive personality, including enthusiasm, tenacity and transformation, 4 items in the measurement of entrepreneurial frustration tolerance, and 4 items in the measurement of entrepreneurial cultural atmosphere. See the table 1 below for details.

Table 1: variable measurement clause.

variable measurement clause		
Entrepreneurial Willingness	A <sub>1</sub>	I once considered running my own company
	A <sub>2</sub>	If I have the opportunity and the freedom to make decisions, I will overcome all difficulties and choose to start my own business

		A <sub>3</sub>	I think I will come back to my hometown and start my own business in the future
		A <sub>4</sub>	Even if they failed once, they will do it again
Proactive Personality	Enthusiasm	B <sub>1</sub>	I enjoy meeting people and getting more opportunities for advancement
		B <sub>2</sub>	I like to learn new skills and participate in various activities. I am adaptable
		B <sub>3</sub>	I'm very passionate about people and things, and I always have been
		B <sub>4</sub>	I am outgoing and outgoing
	Tenacity	B <sub>5</sub>	If I find someone in trouble, I always try to help them out
		B <sub>6</sub>	Once I set my goal, I will persevere and not give up easily until I achieve it
		B <sub>7</sub>	When faced with difficulties, I always grasp the nettle and often self-motivate
		B <sub>8</sub>	If I believe in something, I will do it no matter what the odds of success are
		B <sub>9</sub>	I actively seek motivation to do things and expect good results
	Transformability	B <sub>10</sub>	I am very independent and dare to break the rules and deny authority
		B <sub>11</sub>	I am not restricted by fixed thinking and dare to innovate and try
		B <sub>12</sub>	I have a drive inside me to be different everywhere
		B <sub>13</sub>	I've worked hard for constructive change everywhere, you know

Entrepreneurial frustration tolerance	C <sub>1</sub>	I have a strong ability to resist setbacks
	C <sub>2</sub>	I don't get depressed when I fail
	C <sub>3</sub>	Face the new job, dare to accept the challenge
	C <sub>4</sub>	I have good ability of self-breakthrough and self-motivation
Entrepreneurial culture atmosphere	D <sub>1</sub>	There is an atmosphere that encourages entrepreneurial risk-taking
	D <sub>2</sub>	The local public is tolerant of entrepreneurial failure
	D <sub>3</sub>	Local people who start their own businesses are envied and respected
	D <sub>4</sub>	Encourage people to have new ideas and practices

#### 4.2 Reliability and validity of the scale

Reliability and validity analysis is an effective tool to evaluate the reliability and validity of the scale. In this study, Cronbach's  $\alpha$  coefficient method and confirmatory factor analysis were used to test the reliability and validity of the scale, so as to ensure the reliability of the scale.

In the early stage, a small sample survey was conducted in the form of questionnaire distribution to verify the  $\alpha$  coefficient of the scale. As can be seen from the table 2 below, the enthusiasm  $\alpha$  values of proactive personality were 0.891, tenacity  $\alpha$  values were 0.865, transformation  $\alpha$  values were 0.872, entrepreneurial frustration tolerance  $\alpha$  values were 0.879, entrepreneurial atmosphere  $\alpha$  values were 0.942, entrepreneurial intention  $\alpha$  values were 0.881. Cronbach's  $\alpha$  coefficient method generally considers that the scale  $\alpha$  coefficient greater than 0.9 is good, 0.8~0.9 is acceptable, and 0.7~0.8 can be considered to revise or delete the item. All values of the scale are above 0.8, indicating that the overall scale has passed the reliability test.

Table 2: Scale reliability test.

The dimension	Cronbach's Alpha	Combined
Proactive Personality	0.913	13
Enthusiasm	0.891	4
Tenacity	0.865	5
Transformability	0.872	5
Entrepreneurial Frustration Tolerance	0.879	4
Entrepreneurial	0.942	4

Atmosphere		
Entrepreneurial Willingness	0.881	4

Exploratory factor analysis was carried out on the scale, and all the measurement items were analyzed in one factor, which proved that the scale used in this study had well-taught structural validity. As shown in the table 3 below, when the actual sample size is large, it is acceptable to accept a slightly larger  $\chi^2/DF$  value than 2, and other relevant indicators are up to the standard.

Table 3: Scale confirmatory factor analysis.

Fitting index	$\chi^2/df$	GFI	AGFI	CFI	TLI	IFI	RMSEA
Proactive Personality	2.665	0.931	0.907	0.965	0.954	0.971	0.062
Entrepreneurial Frustration Tolerance	2.014	0.980	0.898	0.976	0.969	0.889	0.056
Entrepreneurial culture Atmosphere	3.170	0.988	0.940	0.960	0.950	0.973	0.071
Entrepreneurial Willingness	2.009	0.983	0.913	0.933	0.921	0.927	0.041

## 5 Empirical analysis process and results

The questionnaire collection lasted for 6 months, 550 questionnaires were distributed, and 449 valid questionnaires were recovered, with an effective rate of 81.6%.

By recycling questionnaire statistical information, participation in the survey sample proportional to the men and women, mainly concentrated in the 21-40 years old, mainly young and middle-aged people, culture degree performance degree is generally good, fixed number of year of the migrant workers mainly for more than 3 years, stable income in 3000 yuan, is also a small number of low-income people and part of high income people, Most of these groups do not have a single professional skill.

Amos was used to build a model based on the hypothesis relationship proposed above. The data collected from the questionnaire were input and sorted out by SPSS, and the data were imported into the Amos model, and a good relationship path was established. Calculate and analyze the model with calculate estimates function, and get the analysis results. Select valuable information and sort it out with Excel software, and get the following results:

Table 4: Standardized path coefficients and test results of influencing factors of Home-returning Migrant Workers to start their own businesses.

Affect the path		Direction	Standardized Coefficients	P values	Inspection results
Proactive Personality→Entrepreneurial Willingness	Enthusiasm→Entrepreneurial Willingness	+	0.217	0.002	Pass
	Tenacity→Entrepreneurial Willingness	+	0.191	0.000	Pass
	Transformability→Entrepreneurial Willingness	+	0.230	0.000	Pass
Entrepreneurial Frustration Tolerance→Entrepreneurial Willingness		+	0.231	0.000	Pass
Proactive Personality→Entrepreneurial Frustration Tolerance	Enthusiasm→Entrepreneurial Frustration Tolerance	+	0.169	0.019	Pass
	Tenacity→Entrepreneurial Frustration Tolerance	+	0.114	0.000	Pass
	Transformability→Entrepreneurial Frustration Tolerance	+	0.203	0.003	Pass
Entrepreneurial Culture Atmosphere→Entrepreneurial Frustration Tolerance		+	0.175	0.000	Pass
Entrepreneurial Culture Atmosphere→Entrepreneurial Willingness		+	0.132	0.013	Pass



As can be seen from the above table 4, there are the following mechanism relationships between home-returning migrant workers' personality traits, frustration tolerance and their willingness to return home to start a business:

1. Proactive personality affect migrant workers return home entrepreneurship will, with enthusiasm and entrepreneurial intention, tenacity and entrepreneurial intention, and transformative and entrepreneurial intention show significant positive correlation between so hypothesis  $H_1$  and  $H_{1a}$  -  $H_{1c}$  all passed the test, estimation results show that the cognitive, self-confident, optimistic, positive, has strong characteristic is to change the spirit of power.

2. The entrepreneurial frustration tolerance affects the willingness of migrant workers to return to their hometown to start a business, and there is a significant positive correlation between the entrepreneurial frustration tolerance and entrepreneurial willingness. Hypothesis  $H_2$  is verified, and the estimation results show that the stronger the entrepreneurial frustration tolerance is, the stronger the entrepreneurial willingness is.

3. Proactive personality affects entrepreneurial frustration tolerance, and there is a significant positive correlation between proactive personality and entrepreneurial frustration tolerance. Assuming that  $H_3$  and  $H_{3A}$ - $H_{3C}$  are verified, the stronger the proactive personality is, the better the entrepreneurial frustration tolerance is.

## **6 Conclusions and suggestions**

This article through to the chaoyang city, Liaoning province 449 migrant entrepreneurship data calculation and analysis, proactive personality influence on entrepreneurial intention is significant positive correlation, entrepreneurial setbacks to withstand impact on entrepreneurial intention is significant positive correlation, and entrepreneurship frustration tolerance play an intermediary role between proactive personality and entrepreneurial intention. As a moderating variable, entrepreneurial climate acts on the relationship between entrepreneurial frustration tolerance and entrepreneurial intention, forming an effective moderating effect.

According to the conclusions, the following countermeasures and suggestions are put forward:

(1) Home-returning Migrant Workers should be encouraged to establish an entrepreneurial outlook on life and values.

The grass-roots party organizations in rural areas propagandize and carry out the party's decision, pay attention to the spiritual needs of migrant workers, unite their thoughts, actions, strength and wisdom, and guide their entrepreneurial enthusiasm and fighting spirit, to help home-returning migrant workers to establish a correct entrepreneurial model and path, through strengthening the initiative personality to enhance entrepreneurial will to ensure entrepreneurial quality, actively participate in rural agricultural innovation, promote rural revitalization.

(2) Home-returning Migrant Workers should be improved to frustration tolerance and cognition of entrepreneurial risks.

The government has formulated a good failure-resistant policy to provide security for home-returning migrant workers returning home to clear the obstacles for entrepreneurs. To establish various incentive and incentive mechanisms for entrepreneurship, to strengthen the training of

home-returning migrant workers to start their own businesses, and to adopt a “Government-led, government-enterprise cooperation, free home” approach, training content and the main body should be firmly based on the regional industrial development and entrepreneurial project needs. Fully improve the entrepreneurial quality and personal ability of farmers, enhance the entrepreneurial development momentum, and improve the overall level of entrepreneurship in the region. Social training organizations should actively carry out entrepreneurship training for home-returning migrant workers, focusing on training their frustration tolerance.

(3) Create a good entrepreneurial atmosphere, home-returning Migrant Workers should be provide entrepreneurship services.

Improve the business environment, strengthen infrastructure construction, establish business information communication platform, increase the publicity of successful entrepreneurs. We will improve the rural business environment and provide tax breaks and financial support for migrant workers to start businesses. We should increase investment in the cultural atmosphere of agricultural entrepreneurship, promote entrepreneurship, publicize entrepreneurship models, and comprehensively improve the enthusiasm for entrepreneurship in rural areas. Free of charge for home-returning migrant workers to provide entrepreneurship guidance, project information support, implementation of various preferential policies.

(4) Home-returning Migrant Workers should be given more financial support.

First of all, to increase the supply of rural funds, home-returning migrant workers in line with the requirements of the loan amount and repayment time to give greater support, we can consider the past single-family assessment to a package assessment. Secondly, we should make it more convenient for potential enterprises to raise funds, improve the credit evaluation system, and bring entrepreneurial farmers into the credit evaluation system as an independent group. Furthermore, financial institutions can develop unique financial products for home-returning migrant workers, and build a credit guarantee system for home-returning migrant workers to start their own businesses.

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