

THE INFLUENCE OF ENTREPRENEURIAL PROSOCIAL MOTIVATION ON THE FEAR OF FAILURE

^{1st} Devani Laksmi Indyastuti
Fakultas Ekonomi dan Business
Universitas Jenderal Soedirman
Purwokerto, Indonesia
devani20092010@gmail.com

Abstract—Business effort will be distracted by the one's fear of failure because this fearness can make the entrepreneur hesitant to start a business or run a business. So, this fearness need to be controlled by the entrepreneur. This study aims to examine the influence of entrepreneurial prosocial motivation on the fear of failure that consist of fear of important others losing their interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of upsetting important others. This study test whether the motivation can control the fear of failure. The sample of this research are 236 housewives in Kabupaten Banyumas, Indonesia. The study implies that entrepreneurial prosocial motivation can decrease fear of devaluing one's self estimate, fear of shame and embarrassment but not decrease fear of important others losing interest as well as fear of upsetting important others.

Keywords—*prosocial motivation, fear of important others losing their interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of upsetting important others*

I. INTRODUCTION

Many factors influence the successful entrepreneur. But there some factors can inhibit the run of business. Some of them are the fear of failure. Fear of failure refers to individual's perception of evaluative situation for potential failures in achieving goals [1]. Fear of failure inhibit individuals to start of business. It because business have an uncertainty of nature and have a risk [2]. Fear of failure negatively affect achievement motivation [3], makes individual hesitant to make decisions to explore his/her business opportunity [4], and inhibit individual to start of business [5]. Considering the impact of fear of failure, entrepreneurs need to control this feeling and perception in order to not inhibit to achieve their goals getting many success businesses.

There are five dimensions of entrepreneurial fear of failure. The dimensions are fear of important others losing interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of uncertain future, and fear of upsetting important others [6]. This

study focuses on four dimensions, which is fear of important others losing their interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of upsetting important others.

As the important of controlling the fear of failures, entrepreneurs need to know the factors that can influence the fear of failure. This study proposes about the effect of entrepreneurial prosocial motivation on the four dimensions of the fear of failure. Prosocial motivation is a desire to give a positive contribution to other people or social community [7] or to increase social well-being [8]. Prosocial motivation can generate many aspects of creativity [9][10]. Prosocial motivation also can stimulate social innovation [11]. These impacts indicate that prosocial motivation have a positive energy and spirit for entrepreneur to take an active action. So, these theories provide fundamental basis for this research to propose that entrepreneurial prosocial motivation can control the dimensions of fear of failure.

II. LITERATURE REVIEW

A. The Fear of Failure

Individuals with fear of failure tend to averse the risk that embedded to creating a new business. So, it feelings inhibit entrepreneurial entry [12]. Based on Conroy and Elliot's concept, fear of failure is a natural tendency to experience apprehension and anxiety toward situation related to negative consequences [13].

Fear of failure have five dimensions. They fear of important others losing interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of uncertain future, and fear of upsetting important others [6]. It important to understand fully about the antecedent that influence of the five-dimension fear of failure.

B. The Effect of Entrepreneurial Prosocial Motivation on Fear of Failure

Basic perspective of prosocial motivation is desire to help. This perspective results the feel of joy and pleasure. It also makes individual feel worth [11]. Prosocial motivation makes a pleasure, so it intrinsically drives sustained activity [14].

Pleasure and joy that are embedded in prosocial motivation will control the anxiety and apprehension

feeling of fear of failure. Sense of arousal that arise with that motivation can diminish those fears. Based on the theory, this study proposes four hypotheses,

- H1: Entrepreneurial prosocial motivation negatively influences fear of important others losing their interest
- H2: Entrepreneurial prosocial motivation negatively influences fear of devaluing one's self estimate
- H3: Entrepreneurial prosocial motivation negatively influences fear of shame and embarrassment
- H4: Entrepreneurial prosocial motivation negatively influences fear of upsetting important others.

III. RESEARCH METHODS

A. Sample

This study used convenience sampling method. There are 236 housewives for the respondents. This

TABLE I. REGRESSION ANALYSES

| | Fear of important others losing interest | | Fear of devaluing one's self estimate | | Fear of shame and embarrassment | | Fear of upsetting important others | |
|----------------------|--|-------|---------------------------------------|-------|---------------------------------|-------|------------------------------------|-------|
| | β_1 | Sig. | β_2 | Sig. | β_3 | Sig. | β_4 | Sig. |
| Prosocial Motivation | -0.066 | 0.315 | -0.173 | 0.008 | -0.151 | 0.020 | -0.105 | 0.108 |

This study result that entrepreneurial prosocial motivation negatively influence fear of devaluing one's self estimate ($\beta_2 = -0,173$ & Sig.= 0.008). Hypotheses 2 is supported. Prosocial motivation diminishes fear of devaluating one's self estimate. The same result for the effect on fear of shame and embarrassment. Entrepreneurial prosocial motivation negatively influences fear of shame and embarrassment ($\beta_3 = -0,151$ & Sig.= 0.020). Hypotheses 3 is supported. There are different results for Hypotheses 1 and Hypotheses 4. Hypotheses 1 and Hypotheses 4 are not supported. Entrepreneurial prosocial motivation negatively influences fear of important others losing interest ($\beta_1 = -0,066$ & Sig.= 0.315) and upsetting important others ($\beta_4 = -0,105$ & Sig.= 0.108).

V. DISCUSSION

This study shows that entrepreneurial prosocial motivation influence on the fear of devaluing one's self estimate and shame and embarrassment, but not influence on fear of important others losing interest and upsetting important others. It means that the joy and positive feeling in prosocial motivation just diminish fear of devaluing one's self estimate and shame and embarrassment. The though that entrepreneurs have delivered positive impact toward social community or others can control the negative feeling about valuing them self. When the failure happened, they do not blame them self, they still value they are worth because they have taken effort to help others or community.

Unfortunately, the motivation does not have an effect on fear of important other losing interest and upsetting

study collects the data by distributing online questionnaires.

B. Measure

- The fear of failures are measured by instruments that developed by D. E. Conroy, J. P. Willow, & J. N. Metzler (2002) [6].
- The Entrepreneurial prosocial motivation is measured by instrument that adapted from self-regulation scales developed by R.M. Ryan and J.P. Connell (1989) [15].

IV. RESULT

Table 1. shows about regression analyses for testing hypotheses.

important other. They still have perception that if they fail, they can lose interest from important people or upsetting important people. Because of the motivation that they work hard for other people, so, other's evaluation about them self is important. It because it is related to the trust of other people and their credibility. Entrepreneur have a fear that the failures lead to decrease their credibility and losing other's trust after they have tried hard for running the business.

REFERENCES

- [1] H. Heckhausen, *Motivation and Action*. New York: Springer. 1991
- [2] M., Caliendo, F. Fossen, and A. Kritikos. "Risk Attitudes of Nascent Entrepreneurs-New Evidence from an Experimentally Validated Survey." *Small Business Economics* 2009. 32: 153-167.
- [3] E. Burnstein, "Fear of Failure, Achievement Motivation, and Aspiring to Prestigious Occupations." *Journal of Abnormal and Social Psychology*. 1963, 67: 189-193.
- [4] I., M. Welp, D. Spörrle, T. Grichnik, Michl, and D. Audretsch. "Emotions and Opportunities: The Interplay of Opportunity Evaluation, Fear, Joy, and Anger as Antecedent of Entrepreneurial Exploitation." *Entrepreneurship Theory and Practice*. 2012, 36: 69-96.
- [5] Y. Vaillant, , and E. Lafuente. "Do Different Institutional Frameworks Condition the Influence of Local Fear of Failure and Entrepreneurial Examples over Entrepreneurial Activity?" *Entrepreneurship and Regional Development*, 2007, 19: 313-337.
- [6] D. E. Conroy, J. P. Willow, & J. N. Metzler, *Multidimensional fear of failure measurement: The Performance Failure Appraisal Inventory*.

- Journal of Applied Sport Psychology*, 2002, 14, 76-90
- [7] A. M. Grant, "Relational Job Design and the Motivation to Make a Prosocial Difference." *Academy of Management Review*, 2007, 32(2):393-417.
 - [8] A. M. Grant, and J. M. Berg. "Prosocial Motivation at Work." Pp. 28-44 in K. Cameron and G. Spreitzer, eds., *Handbook of Positive Organizational Scholarship*. New York, NY: Oxford University Press, 2011.
 - [9] F. A. Bawuro, A. Shamsuddin, E. Wahab, and C. C. Chidozie. "Prosocial Motivation and Innovative Behaviour: An Empirical Analysis of Selected Public University Lecturers in Nigeria." *International Journal of Scientific & Technology Research*, 2019, 8(9), 1187.
 - [10] M. C., Bolino, and A. M. Grant. "The Bright Side of Being Prosocial at Work, and the Dark Side, Too: A Review and Agenda for Research on Other-Oriented Motives, Behavior, and Impact in Organizations." *Academy of Management Annals*, 2016, 10(1):599-670.
 - [11] S.S. Jeong and D.W.T.A. Alhanaee. Prosocial Motivation as A Driver of Social Innovation in The UAE. *Social Science Quarterly*, 101: 2450-2464.
 - [12] P. Arenius, & M. Minniti, Perceptual variables and nascent entrepreneurship. *Small Business Economics*, 2005, 24(3), 233-247.
 - [13] D. E. Conroy, & A. J. Elliot, Fear of failure and achievement goals in sport: Addressing the issue of the chicken and the egg. anxiety, Stress, & Coping, 2004, 17(3), 271-285.
 - [14] A. M. Grant, and J. W. Berry.. "The Necessity of Others Is the Mother of Invention: Intrinsic and Prosocial Motivations, Perspective Taking, and Creativity." *Academy of Management Journal* 2011: 54(1):73-96.
 - [15] R. M. Ryan, & J. P. Connell, Perceived locus of causality and internalization: Examining reasons for acting in two domains. *Journal of Personality and Social Psychology*, 1989, 57(5): 749-761.