

More than just a bag: Understanding the Personalities of Eco-Entrepreneurs Behind Sustainable Leather Goods

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ABSTRACT

This article provides an understanding of the relationship between circular economy, personality traits, and big five personality traits within the framework of the Theory of Planned Behavior (TPB) to give birth to Eco Entrepreneurs. By utilizing qualitative methods, this research explores an in-depth view of how certain personality characteristics can influence a person's intentions to start a business that focuses on environmental sustainability. Data collection was carried out through in-depth interviews with the owner of Rorokenes, a leather goods business. Bridged by a phenomenological approach, this research found that several personality characteristics, such as Proactiveness, Need for Achievement, Self-efficacy and several personality traits of the Big Five personality traits theory such as Conscientiousness, Openness to Experience and Agreeableness intersect with the Circular Economy concept to form an Eco Entrepreneur. The results of this research have important implications for policy development, management practices, and educational approaches in promoting green entrepreneurship. This research also provides a theoretical contribution to the literature on green entrepreneurship by incorporating an understanding of the aspects of individual behavior that drive individual intentions to entrepreneurship in the green domain.

Keywords: Eco Entrepreneur; Personality Traits; Circular Economy; Theory of Planned Behavior

INTRODUCTION

The concept of entrepreneurship has received a lot of attention in various countries globally, especially in developing countries which experience several problems that hinder economic growth. Entrepreneurship is very important in overcoming economic problems, such as unemployment, job creation, increasing industrial competition, and economic development. On the other hand, there are various complex and interrelated environmental crises. Ecosystem damage, climate change and excessive exploitation of natural resources pose serious threats to survival. Unsustainable human activities, such as excessive consumption, are the main cause of environmental damage. The issue of environmental sustainability has become a major focus in various sectors, including in the business world. According to Kuhlman (2010) Sustainability can be defined as an effort to maintain prosperity over a long period of time, even indefinitely.

In sustainability efforts, the circular economy has emerged as an innovative approach. Circular economy is an economic system that aims to minimize waste and make maximum use of resources by reusing, recycling and regenerating products and materials. This involves designing products with the aim of extending their lifespan, reducing environmental impact, and encouraging sustainability by closing the loop on resource use and waste production (Chaarani, 2021). Based on the Theory of Planned Behavior (TPB), which identifies attitudes, subjective norms, and behavioral control as key determinants of behavioral intentions, much previous research has explored how these factors influence individual and organizational

sustainability practices. However, there is still a gap in the literature that examines in depth how personality characteristics influence their involvement in the circular economy.

Research on the circular economy has been discussed in recent years, one of which was research conducted by Hani El Chaarani and Lukman Raimi in 2021, which discussed the determining factors for the success of social entrepreneurship in a circular economy using quantitative research methods. Meanwhile research conducted by Smirti Kutaula, et al in 2022 also discusses the circular economy but uses several related variables, namely personality characteristics, consumer involvement, and ethically minded behavior using mixed research methods. These two studies provide valuable insights into the circular economy and how it can be applied in practice. However, there are still research gaps that need to be explored. This research is useful for filling this gap by using a qualitative approach.

Building a sustainable business requires strong personality characteristics. These characteristics are the foundation for eco-entrepreneurs to achieve success. In several previous studies, not much has been discussed about the personality characteristics of an eco-entrepreneur and this still needs to be explored further. According to Noor (2023) personality characteristics such as proactiveness, need for achievement and self-efficacy can influence someone to become an eco-entrepreneur. Proactive individuals tend to be highly competitive and have the aggressiveness necessary in the business world. In a highly competitive business environment, entrepreneurs must always be at the forefront of introducing new operational techniques. Individuals who have a need for an achievement personality tend to be motivated to do their work well. This encourages someone to be creative and innovative when starting a new business (Chaudhary, 2017). Furthermore, individuals who have high self-efficacy, self-confidence and positive thinking will be more motivated to become entrepreneurs. They see entrepreneurship as a good way to generate income and improve their well-being. In the context of eco-entrepreneurs, the Big Five theory can be used to understand how personality characteristics influence the way they run a business oriented towards sustainability and a circular economy. The Big Five Theory or Five Factor Model of Personality is one of the most recognized theories in personality psychology. This theory suggests the existence of five basic dimensions of personality that are able to explain most of the variation in individual personality (Costa Jr & McCrae, 1992). These five factors are Extraversion, Openness to experience, Agreeableness, Neuroticism, and Conscientiousness (McCrae & Costa, 1987).

This research offers several new contributions to the existing literature on circular economy and eco-entrepreneurship. First, this research uses a qualitative approach which allows for a deeper understanding of the personality characteristics of eco-entrepreneurs, their experiences and perspectives. This is different from previous research which used quantitative methods and focused on certain variables. Second, this research uses the Big Five theory to understand how personality characteristics influence eco-entrepreneur involvement in the circular economy. This theory has not been widely used in research on eco-entrepreneurs and offers a comprehensive framework for understanding their behavior. The main aim of this research is to identify the personality characteristics possessed by eco-entrepreneurs in running a sustainable business. This research also aims to understand how these personality characteristics influence eco-entrepreneur involvement in the circular economy. This research provides a valuable contribution to the literature on circular economy and eco-entrepreneurship. The findings of this study can be used to inform practice, policy and further research in this area.

What do leather bag product entrepreneurs think about Ecopreneur?

METHODS

This research methodology adopts a qualitative method using a phenomenological approach. Creswell (2018) explains that phenomenological research is defined as a research

design originating from philosophy and psychology in which researchers describe individual or participant experiences about a particular phenomenon. The phenomenological approach was chosen because it allows researchers to gain an in-depth understanding of individual experiences, views and perspectives on the phenomenon under study, which in this case is eco-entrepreneurship and circular economy practices in their business. The data analysis technique in this research uses the Illustrative Method (see W. Lawrence Neuman pages 489-490, 2014). This research began by conducting in-depth interviews with sources who are the owners of Rorokenes, a local leather bag company based in Semarang. Rorokenes is known for its strong commitment to sustainability and the use of environmentally friendly ingredients in their products. The selection of speakers was carried out carefully to gain a deep understanding of how eco-entrepreneurs and circular economy practices are implemented in their business operations. The next stage in Figure 1 is presented, after conducting interviews, the next step is to apply thematic analysis, an approach in qualitative research which aims to identify, analyze and report patterns or themes in the data in detail, as well as interpreting various aspects relevant to the research topic. In a theoretical context, researchers integrate the Theory of Planned Behavior (TPB) as a framework that guides analysis. TPB, as developed by Ajzen (1991), provides a forum for understanding how individual attitudes, subjective norms, and perceived behavioral control influence a person's intention to adopt certain behaviors, in this case, eco-entrepreneurship practices oriented towards a circular economy. Through the TPB approach, researchers analyze how personality characteristics and Big Five dimensions, such as openness to experience, conscientiousness, and Agreeableness as well as other factors such as proactiveness, need for achievement, and self-efficacy, influence the intentions and behavior of eco-entrepreneurs in running a business sustainable. The results of our thematic analysis reveal that personal traits which include these aspects play an important role in the motivation and ability of eco-entrepreneurs to adopt circular economy practices and create eco-entrepreneurs. For the initial stage, the discussion section of this article begins by reviewing the findings after the interview, namely a discussion of the Circular Economy, which is a solution for creating a sustainable economy by implementing 3R (Reduce, Reuse, Recycle), then discussing supporting characteristics using Personality Trait theory and Big 5 Personalities. Next, in the final stage, the article discusses the relationship between circular economy, personal traits, and big five personality traits within the framework of the Theory of Planned Behavior (TPB) thereby creating eco-entrepreneurs.

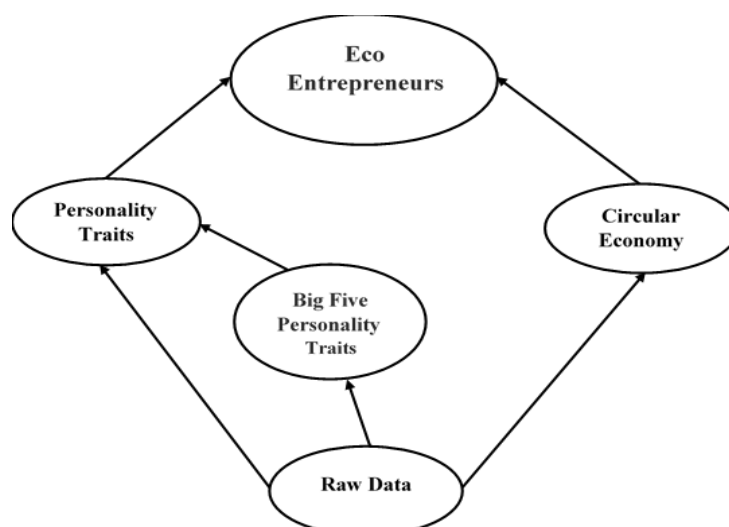


Figure 1. Process and discussion

DISCUSSION

In the context of the Theory of Planned Behavior (TPB), personality factors play an important role in influencing individual intentions and behavior. The TPB identifies three main determinants of behavioral intentions: attitudes, subjective norms, and perceived behavioral control. Proactive personality, high self-efficacy, and need for achievement can strengthen positive attitudes towards entrepreneurship, increase the influence of subjective norms from the surrounding environment, and strengthen perceived behavioral control through belief in one's own abilities. Personality traits are personality factors that are not only considered necessary in entrepreneurship but are also one of the factors that contribute to an individual's tendency to be successful. Personality traits such as proactiveness, self-efficacy, and need for achievement can contribute to entrepreneurial tendencies in influencing individuals to make decisions (Mohd Noor et al., 2023). According to Doanh & Bernat (2019) and Nowiński et al. (2019), self-efficacy emphasizes individuals' role beliefs in their own abilities in determining behavior and achievement. Research shows that individuals with high levels of self-efficacy are more likely to become entrepreneurs, because they see entrepreneurship as a positive way to generate income and improve their well-being (Mohd Noor et al., 2023). Based on the results of interviews with sources, it shows the behavior of an entrepreneur who has strong confidence in his abilities, through her statement:

"Yes, in the beginning my passion was on bag , so I just wanted to make bag by processing local content, but with clear standards, and could be accepted by foreign markets."

Besides self-efficacy, proactive personality is also an important factor influencing success in entrepreneurship. Individuals who have a proactive personality tend to be more competitive and aggressive, characteristics that are highly valued in the competitive business world (Razuan et al., 2019). They not only take the initiative, but are also able to think out of the box, which is the key in achieving business success (Mohd Noor et al., 2023). Proactive personality refers to the nature of individuals who tend to take the initiative and act early in uncertain situations. These individuals do not wait for things to happen, but make things happen. This trait is especially important in entrepreneurship, where markets are often dynamic and full of challenges. Individuals with a proactive personality will be more likely to seek new opportunities, overcome obstacles, and create positive changes in their businesses. Based on the results of interviews that have been conducted, it shows that one of the traits of a proactive personality is competitiveness.

"We see on tracking records, analysis of company growth, yes in terms of additional assets, external capital, but without debt. I took out debt, then growth of sales. [...] From there you can actually see it, you can see whether this business is established or not. Then we can see again from internal surveys, internal surveys of customers, what percentage of the total number of customers are repeat orders. [...] Which means that here we are forming a company, a company with loyalty, customer loyalty and loyalty satisfaction."

Based on the description of proactive personalities and their competitiveness, it is clear that individuals with proactive personalities not only wait for opportunities to come, but they also actively seek and create new opportunities. This is driven by a strong need for achievement, as explained by McClelland (1965). This need motivates individuals to be creative and innovative in their businesses, because they feel the desire for satisfaction through

success. This is clearly visible in the example given, where the individual created innovative policies and programs to take his business in a sustainable direction. In other words, the competitive nature of proactive individuals is a manifestation of their need to achieve achievement. This need is the main driving force for them to continue trying and innovating in their business, thereby increasing their chances of achieving success. Need for achievement was developed by McClelland in 1965, this theory states that the need for achievement is a strong factor in encouraging individuals to achieve success. This need encourages individuals to be creative and innovative in starting new businesses, because they want to achieve satisfaction through success (Mohd Noor et al., 2023). Based on interviews conducted, it shows that an individual is innovative in bringing his business into a sustainable business, this can be seen from the policies or programs created in running his business.

"[...] Refurbishing is like this, oh it turns out people still like it, they are still happy with the color of the bag or something else, then meanwhile the bag can't be repaired, and it's been more than 2 years, so we offer a refurbishment, refurbishment program. What does refurbish mean? We dismantle the old ones and then make them into new products."

As previously explained, the need for achievement (need for achievement) is an important factor that encourages individuals to be creative and innovative in their businesses. This can be seen from the example given, where the individual created an innovative program such as refurbishment to take his business in a sustainable direction.

An individual's ability to innovate and achieve achievements cannot be separated from his personality characteristics. In the world of psychology, the Big Five Personality model has been recognized as a broad framework for understanding various aspects of human character. This model includes five main dimensions, namely conscientiousness, openness, extraversion, agreeableness and neuroticism. Each of these dimensions provides insight into how individuals think, behave, and interact with their environment. Thus, this model not only helps in understanding human behavior in general, but also in specific contexts such as decision making, interpersonal relationships, and professional aspirations. Research in the field of psychology, as highlighted by experts such as Costa and McCrae, shows that personality has a significant influence on various aspects of human life, including in the context of entrepreneurship. Entrepreneurship requires creativity, innovation, and the courage to take risks, so understanding how the Big Five Personalities relate to entrepreneurial intentions is important. Personality, according to these studies, is one of the key factors that determines how individuals respond to challenges and opportunities in the business world. In this research we found three categories out of five categories included in the Big 5 Personalities. The three categories are Conscientiousness, openness to experience, and agreeableness. These categories were identified from the results of interviews which described the personality of the interviewee.

Previous researchers stated that Conscientiousness has a relationship with individual entrepreneurial intentions, Awwad and Al-Aseer (2021). Individuals who have a high level of conscientiousness tend to be organized, reliable, achievement-oriented, and have strong self-discipline (Zhao and Seibert, 2006). These traits are considered to strongly support entrepreneurial intentions and success, because entrepreneurs need the ability to manage a business effectively, be responsible, and persistent in pursuing goals (Zhao et al., 2010). Individuals with high levels of conscientiousness tend to be more planned, thorough, and persistent in pursuing business opportunities, so they are more likely to have strong entrepreneurial intentions (Crant, 1996). This is reflected in the research results which show a

high level of conscientiousness in the aspect of responsibility for the products sold. They provide a guarantee card for all leather product purchases for up to 2 years of use.

"[...] we also provide a guarantee card for all purchases of leather products from Rorokenes. Up to 2 years of service life, if damage occurs, not caused by the customer, we can repair it for free."

This step shows that Rorokenes is very organized and reliable in guaranteeing the quality of their products, and has a strong commitment to providing after-sales service that satisfies customers. In addition, Rorokenes also shows a strong commitment to sustainability and waste reduction. At home, they separate waste very carefully, such as plastic bottles, plastic bags and kitchen waste.

"[...] At home I have been separated, Mas. We have separated our own plastic bottles, our own plastic containers, our own plastic bags, all our own plastic waste. We separate kitchen waste. Then we keep the sachets to ourselves. (...) We wash the plastic bottles, after that we collect them wherever they are. "There was someone who was rubbish, so in the end we gave it to the trash bin."

In addition, previous researchers stated that Openness to Experience is related to individual entrepreneurial intentions (Awwad and Al-Aseer, 2021). Individuals who are open to new, innovative and creative experiences tend to see the world with different views, are interested in starting new businesses, and are more sensitive in capturing untapped business opportunities (Zhao and Seibert, 2006). These traits are really needed in an entrepreneurial context that demands the ability to innovate and dare to take risks (Kerr et al., 2018). In addition, individuals who are open to new experiences tend to have broad interests, high curiosity, and are better prepared to face challenges, so they are more likely to have strong entrepreneurial intentions (Rauch and Frese, 2007). This is reflected in the experience of the resource persons who have attended several trainings on sustainability, the benefits of which are that currently Rorokenes in the field of waste processing is much more organized.

"[...] I took the GRI class, TOT, in Indonesia. So, after that, thank God, I got a scholarship to take part in this intensive about sustainability, to become a company with a sustainability or green concept, including the circular economy from GRI. [...] Then I still took part in another study held by Wako Canada, last March, for the TOT."

This shows openness to new experiences and commitment to continuing to learn and innovate in the field of sustainability. Apart from that, further development is carried out by forming a circular economic subsistence. This implementation is closely related to the green concept which is part of the SDGs implementation stages.

"[...]Then we started to carry out the second development, namely forming what is called circular economic subsistence. Because when you say green, it definitely is, then the second stage is the implementation of the SDGs. Implementation of the SDGs, which points will be used for concentration in a product or service business."

In addition, Agreeableness is also related to individual entrepreneurial intentions. Individuals with high levels of Agreeableness tend to be cooperative, empathetic, and good at working with others (Zhao et al., 2010). These traits support an individual's ability to build good relationships with customers, business partners, and team members, which is important in developing and sustaining a business (Barrick and Mount, 1991). In the Rorokenes context, the willingness to collaborate with various parties, including in the implementation of sustainability and circular economy, reflects the high value of Agreeableness in maintaining harmonious and sustainable relationships.

"Well, for this fabric, we collaborate with a group of weavers in Klaten. A group of lurik weavers in Klaten. After that, we also use fabrics that are not used in the factory. For us to buy, for us to make into packaging."

Previous researchers stated that Agreeableness has a relationship with individual entrepreneurial intentions (Sangwan, N. 2023). Agreeableness focuses on the quality of the relationship through trust and cooperation. Individuals who have high scores on the agreeableness dimension are considered cooperative, trustworthy, flexible, gentle, and sympathetic towards other individuals; conversely, individuals who have low scores tend to show self-interest, negotiate aggressively, and influence others to maximize personal benefits (Zhao and Seibert, 2006).

The Theory of Planned Behavior (TPB) explains that individuals' intentions to behave sustainably in a circular economy are influenced by three main factors: attitudes towards practices such as recycling, repairing goods, or purchasing long-lasting goods; subjective norms of the individual's social environment that reflect social support or pressure for the behavior; and behavioral control, namely the individual's perception of how easy or difficult it is to carry out a sustainable behavior. A positive attitude towards circular economy practices, support from relevant social environments, and the perception that implementing sustainable practices can be done easily are factors that can increase individuals' intentions to adopt behavior that supports a circular economy. Circular economy The concept of a circular economy emerged as a result of the search for solutions to create a more sustainable economy. The circular economy aims to reduce the use of raw materials and waste production by redesigning products to minimize the environmental impact that occurs (Velenturf, 2019). The CE principle is based on the 3Rs, namely Reduce, Recycle, Reuse (Soleimani, 2023; Sandoval, 2017).

Reduce is a principle that aims to minimize waste and reduce resource use (Austin, 2022). In practice, Rorokenes has implemented several policies that support the practice of "Reduce" in running its business.

"For me, my application is to enter slow moving fashion. Slow moving fashion, and then the use of the product, the traceability of the product is clear. The waste management is clear."

It was explained that Rorokenes applies the slow moving fashion principle, which is an approach in the fashion industry that focuses on slower and more sustainable production and consumption of clothing. In contrast to fast fashion which emphasizes mass production and fast trend cycles, slow moving fashion emphasizes quality over quantity. products created within this framework are designed to last. Slow moving fashion also encourages consumers to buy fewer items, but of better quality, and extends the life of clothing through good care and recycling practices. This approach aims to reduce waste and the negative impact of the fashion

industry on the environment. On the other hand, it also explains the use of resources that have been sorted well and using materials that are more environmentally friendly.

"[...] From the upstream of the factory, the Sources factory that we bought, they must have good and correct waste management. Then the chemicals used are not dangerous to humans. "

Reuse means increasing the utilization of non-degradable materials that can be reused. Matters related to the principle of reuse, such as remanufacturing or repair. (Geisendorf, 2017) One of the efforts made by Rorokenes in implementing the "reuse" principle is by providing repair services for their damaged goods.

"[...]we will repair it until it is right. Even if it can't be repaired, we can replace it with a new one. Then we have a program called refurbish..."

By offering repair services, they not only provide added value to consumers but also encourage more responsible and sustainable consumption practices. With this service, Rorokenes hopes to change the consumption paradigm of people who often tend to throw away damaged goods and replace them with new ones. Consumers are invited to not only buy new items when damage occurs, but also take advantage of repair services to extend the life of their products. Through this approach, Rorokenes not only helps its customers save costs, but also contributes to reducing the amount of waste that ends up in landfills. Apart from that, this effort also supports a circular economy, where goods that still have value can be repaired and reused, thereby reducing the need for new production and excessive use of raw materials. This can extend the useful life of goods and prevent them from becoming waste, thus directly contributing to reducing negative impacts on the environment.

Recycling is a principle that refers to the recycling process of processing waste so that it can be reused (Geisendorf, 2017). One of the steps they take in implementing the "recycle" principle is to carry out good waste management and collaborate with local craftsmen to recycle their products.

"[...] in the workshop, on every table there must be a trash can, where this one trash can is where all the leftovers go. And then they will be collected and sorted, which ones can still be used and which ones can't. So, the ones that can still be used are sent to local crafters so they can upcycle them."

Unused or damaged products are sent to local craftsmen to be transformed into new, high-value items, thereby reducing waste and optimizing the use of existing materials. This approach not only helps reduce the amount of waste that ends up in landfill, but also supports the local economy by providing opportunities for artisans to develop skills and create innovative products from recycled materials. Through this initiative, Rorokenes not only contributes to environmental conservation, but also promotes sustainable and inclusive economic practices.

Formation of Eco Entrepreneurs

This article provides an understanding of the relationship between circular economy, personality traits, and big five personality traits within the framework of the Theory of Planned Behavior (TPB), which creates a strong foundation for the formation of eco-entrepreneurs. As can be observed in the example of the leather bag business, Rorokenes through an interview with the owner. A circular economy is defined as an economic system that aims to minimize

waste and maximize the use of resources through the practice of reusing, recycling and regenerating products and materials. In the context of the leather bag business, this involves utilizing leather waste from other industries, using recycled materials, and ensuring the production process does not damage the environment. The TPB, developed by Ajzen (1991), provides a framework for identifying three primary determinants of behavioral intentions: attitudes, subjective norms, and perceived behavioral control. A positive attitude towards sustainability and the circular economy can encourage researchers to choose this business model. The subjective norms of consumers who are increasingly concerned about the environment can also influence business decisions. Perceived behavioral control, such as the ability to access recycled materials and environmentally friendly technologies, also plays an important role.

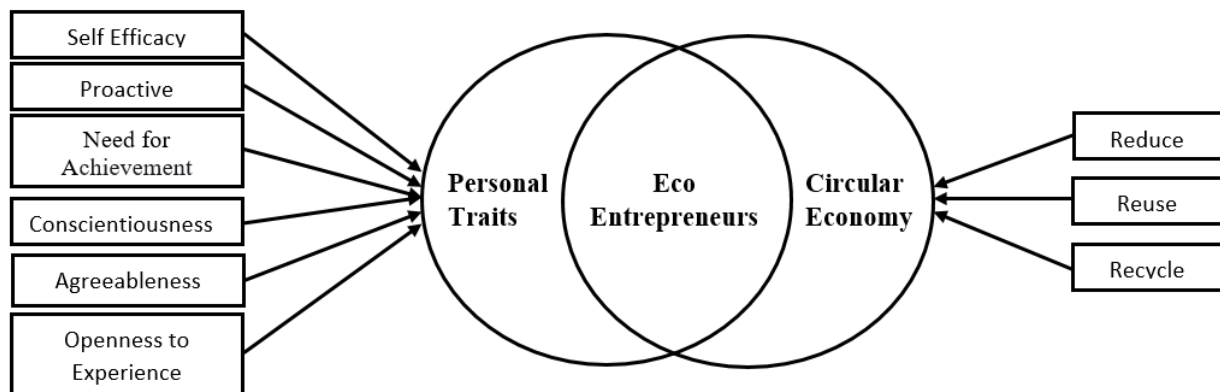


Figure 2. formation of eco-entrepreneur

Personality characteristics such as proactiveness, need for achievement, and self-efficacy play an important role in the formation of eco-entrepreneurs. Proactiveness allows researchers to take the initiative in searching for environmentally friendly raw materials and developing environmentally friendly products. For example, they can source leftover leather from other industries that is usually thrown away, and turn it into high-quality leather bag products. The need for achievement encourages researchers to achieve high standards in sustainability and product quality, so that they are motivated to continue to innovate and improve production processes. Self-efficacy gives researchers confidence that they are able to overcome challenges in running a complex business, such as finding the right raw materials and ensuring environmentally friendly production processes. An individual's ability to innovate and achieve achievements cannot be separated from his personality characteristics. In the world of psychology, the Big Five Personality model has been recognized as a broad framework for understanding various aspects of human character. In this research, three categories out of the five categories included in the Big 5 Personalities were found. The three categories are Conscientiousness, openness to experience, and agreeableness. These categories were identified from the results of interviews which described the personality of the interviewee. Conscientiousness helps ensure that every aspect of business operations is carefully planned and executed, reducing environmental impact. Agreeableness can help in building good relationships with local communities and customers who support the leather bag business practices, Rorokenes. Openness to Experience allows researchers to be open to the use of new technologies and innovative methods in bag production. From the results of interviews with resource persons, it can be seen how personal traits and the Big Five dimensions influence researchers' attitudes towards the circular economy. For example, individuals with high openness to experience will be more inclined to explore environmentally friendly alternative materials and innovative production methods. They may be open to using recycled materials

in their bag production. Individuals with high agreeableness are more driven by social norms and consumer expectations who increasingly care about sustainable products. Self-efficacy and conscientiousness influence researchers' perceptions of their ability to implement a circular economy in the leather bag business. Individuals who are high in these two aspects feel better able to overcome obstacles such as sourcing sustainable raw materials and ensuring production processes have minimal waste. Thus, the combination of personality characteristics that support involvement in the circular economy, such as proactiveness, need for achievement, self-efficacy, as well as the Big Five dimensions such as conscientiousness, openness to experience, and agreeableness encourages the formation of eco-entrepreneurs to adopt and implement circular economy practices in their leather bag business, thus creating Eco Entrepreneur (see Figure 2). This entire process contributes to environmental sustainability and broader economic development.

Advantages of a model

Eco Entrepreneurs is not a theory that has just been researched by researchers, but there have been so many research models that discuss this. The researcher took an example from previous research which discussed ecopreneurs quantitatively by examining consumers of De Classe Gelato and Coffee in Blitar City and a sample of 222 respondents. The research results show that product quality, price and service quality have each proven to have a significant effect on consumer satisfaction at De Classe Gelato and Coffee, Blitar City. The results of the research above are information from the positivist paradigm. Not without criticism, however, positivism research has weaknesses such as limitations in covering non-quantitative variables, reductionism, limitations in measuring abstract concepts, and challenges in predicting human behavior with high accuracy (see W. Lawrence Neuman pages 97-100, 2014). Therefore, this research has the advantage of being able to explore the meaning of human behavior and what is done as described in this research in a leather bag business, Rorokenes. This research provides a view of understanding the meaning of human behavior which is very complex and of course related to what is done, thereby concluding a new understanding. This understanding seeks to explain the advantages of Interpretive Social Science (or interpretivism) offering a number of important advantages in understanding and explaining social phenomena such as Understanding Norms, Values and Identity, Criticality of Subjective and Contextual Perspectives, and Relevance in the Development of Social Policy and Practice (see W. Lawrence Neuman pages 103-109, 2014).

CONCLUSION

This research is interesting because it explores the meaning of ecopreneur in the leather bag business, Rorokenes. The use of a phenomenological approach allows researchers to dive deeply into individual experiences as eco-entrepreneurs in implementing circular economy practices. Phenomenology specifically focuses on direct descriptions from individual perspectives of the phenomena studied, such as eco-entrepreneurship and circular economy practices. Apart from that, this research also uses illustrative analysis to identify patterns that emerge from the interview data. This approach helps in describing and understanding in depth how eco-entrepreneurs view and implement circular economy practices in their business operations. Furthermore, by integrating the Theory of Planned Behavior (TPB) and the Big Five theory of personality traits, this research not only explains individual motivation to adopt sustainable behavior such as a circular economy, but also analyzes how psychological factors such as attitudes, subjective norms, and control behavior influences the intentions and actions of eco-entrepreneurs. The case study conducted in Rorokenes provides a rich and relevant contextual dimension, illustrating the real implementation of circular economy practices in the field. Overall, this research is expected to make a significant contribution to the literature on

eco-entrepreneurship and circular economy practices, especially in the context of public policy and sustainable business strategy. This research also paves the way for further studies on the role of personality psychology in various aspects of sustainability, emphasizing the importance of integration between social sciences and environmental sciences to achieve sustainable development goals.

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