



## Role of Entrepreneurship Development in Employment Generation: A Study of Vidarbha Region

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**Abstract:** Entrepreneurship development is significantly contributing and making contribution to the concept of job creation, economic development, innovation and even regional development mainly in the regions lacking in industrial and employment gap. This paper presents some of the findings of this study, focussing on the contribution of entrepreneurship activity in the creation self-employment, wage employment, income, skill development and local economic development, especially in Vidarbha region of Maharashtra. The study attempts to identify the major factors causing entrepreneurship development, influence of programme comes into existence on employment and analyse the problems faced by the current and prospective entrepreneurs. The nature of the study is descriptive and analytical in term of gaining primary data from the field/entrepreneurs and stakeholders involved whereas secondary data from government reports, institutional publications and published research are used. This study concentrates its analysis on the five important factors that affect entrepreneurial development which are access to finance, entrepreneurial skills, government support, infrastructure and market opportunities, technology and institutional assistance. The study results will present the relevance of the phenomenon of entrepreneurship in the potential generation of valid employment and reduction of dependence on traditional sources of livelihood. The study also necessitates the intervention of policies, training of the entrepreneurs, providing loan facilities to the entrepreneur and building up market linkages to improve the entrepreneurial ecosystem and generation of employment in Vidarbha in an inclusive manner.

**Keywords:** Entrepreneurship Development, Employment Generation, Entrepreneurship, Self-Employment, Job Creation, Entrepreneurial Ecosystem, Skill Development, Government Support, MSMEs, Regional Development, Vidarbha Region, Economic Development.

### Introduction

The genesis of this business and entrepreneurship creation and development is well recognised as one of the greatest means to realize economic development, create jobs, innovate and change the course of society. Entrepreneurship represents a chance to exploit an entrepreneur's ideas, skills, resources and market opportunity into economic activities in an economy like India, which is still in the process of development. In a scenario of growing population, reorientation of employment pattern and development of technology, strength of Entrepreneurship have increased appreciably in the context of limited capabilities of the organized sector to absorb larger and larger population. Entrepreneurs are also playing their part by not only creating employment opportunities for them but, direct and indirect for others by establishing and expanding businesses. Consequently, entrepreneurship development is increasingly shifting its focus to being taken up as a key strategy to promote inclusive and sustainable economic growth.

Entrepreneurship development is the systematic accumulation of knowledge, skills, competencies, attitudes and capabilities in entrepreneurs/individuals for their operation to recognize opportunities, assemble resources, start business enterprise, enable to face and take risks of enterprise and bring forth values to the enterprise. Educational and training or giving financial support to the entrepreneurship, mentoring; provision of infrastructure and technology support; access to the markets and institutional facilitation and government policies are the best ways to develop entrepreneurship. Entrepreneurship is contributing to the generation of employment and a major source of employment generation is MSMEs startups, small enterprises, rural business and self-help groups (SHG). These



kinds of businesses have the potential of creating employment prospects for both skilled and unskilled and semi-skilled ones and they can facilitate linkages between the company and suppliers, distributors and even the consumers and thus add to the local economy.

Entrepreneurship gains particular significance when there are gaps and sectors in employment generation and income from employment is clumped at a particular location such as sample of few urban or industry centres, where the economic development is occurring. It's worth to note that the Vidarbha region in the Indian state of Maharashtra which this study refers to is an important regional setting that regulates this study. The economy of the area is diverse where agriculture, industries, mining, trade, service sector and small industries, Entrepreneurial activities are in presence. Despite the land mass, agricultural potential, education institutions, human resources, emerging urban centres with associated livelihood activities etc, Vidarbha is beset with several issues—dependency on agriculture, absence of active industrialization in some areas, inadequate finance, poor technical/physical infrastructure, lack of skills etc, agricultural markets and migration for employment.

The development of entrepreneurship is significance in thinking alternative for livelihood as well as working in this context. Entrepreneurship can shift the mindset of the workforce from being job seekers to creators of economic opportunities, and successful entrepreneurs can stimulate local demand, enhance incomes, foster skill sets and stimulate regional value chains. The empowerment of small industries, agro based industry, shop based industries/fabric industry, service industry, technology based industry & social enterprises can create employment opportunities in Vidarbha (urban) and can create employment opportunities & provision of livelihood in rural areas. There is scope to further encourage this by other initiatives by the government, financial institutions, entrepreneurship development programmes, skill-development programmes, incubation centres, start-up support and policies on promotion of MSMEs.

But enterprises creation programme doesn't guarantee successful enterprises creation and employment going. Issues related to availability and cost of finance as well as the regulatory procedures, technology adoption, managerial capabilities, market competition, and access to broader markets remain a challenge for entrepreneurs. Hence the present work gets involved in the study of above mentioned question: Whether the programme for the promotion of entrepreneurship really promotes employment generation or not? What factors affect the effectiveness of the programme in Vidarbha region? In the backdrop of this the present study attempts to bring the issue regarding the role of entrepreneurship development in the generation of employment in Vidarbha into limelight. It aims to collect an insight into (1) how entrepreneurial activity is linked to self-employment and job creation and (2) important turn and significant factors that can facilitate or hinder entrepreneurial progress.

It also reiterates the significance of entrepreneurial attributes, financial support, institutional support, government policies, infrastructure, innovation, technology and markets to improve employment generating enterprises. The systematic understanding of these dimensions could enable the policy makers, educational institutions, financial institutions, entrepreneurship development institutions and youth entrepreneurs to come up with improved policy and intervention measures. From this study, it becomes essential not only to understand the economic development of the region, but also to learn about each individual's enterprise development and increasing diversity of lifestyle livelihood and the effective use of inclusive employment. In this regard, the study attempts to explore the potentials of entrepreneurship as an alternate choice to facilitate the balanced economic development and employment by analysing the entrepreneurial ecosystem of Vidarbha area.

## **Literature Review**

In his research article titled “The importance of MSMEs in the economic growth of India” Gade (2018) aims to study the role of MSME industry as a significant portion of Indian economy. Study highlighted the importance of MSMEs while they contributed in employment generation, entrepreneurship's development, industry development, income generation development and regional development. From the findings, it was observed that



there is a significant potential in the sector to solve the unemployment problem as the investment capital required are low as compared to the other large scale industries, thus giving excellent job opportunities to people who could not find jobs in the large scale industries. The study also assumed a stronger financial, technological and institutional support would help in enhancing the economic growth along with other sectoral entrepreneurial participation in strengthening the MSMEs.

The factors influencing the performance of the small and micro businesses in Limuru town market in Kiambu County, Kenya, was studied by Kamunge, Njeru and Tirimba (2014). Apart from the access to finance, managerial competency, market conditions, government assistance and entrepreneurial related factors were found to be crucial factors of performance of enterprises in the study. The authors highlighted that providing small business owners with access to adequate financial resources and managing their businesses well is crucial for the sustainability and growth of these businesses. The study could be useful for the present study because it impacts directly on the entrepreneurs' capability of creating jobs and their survival in the business.

The study by Karpagalakshmi and Muthusamy (2020) found the factors affecting the performance of MSMEs in Tamil Nadu. The different factors affecting the performance and development of SMEs were explored and it was revealed that financial, management, technological and operational; market and institutional factors gave an important influence on SMEs performances. The study pointed out that entrepreneur needs to be well supported to solve the problems of the operation and competition. This will result in business growth and thus employment for MSME in improving their performance. The results of the same help in analysing the similarities in the nature of the entrepreneurial environment in the Vidarbha area.

In the context of rapid economic growth of the country, role of MSMEs and modern HR challenges of MSMEs has been discussed by respective authors in Katyal and Xaviour (2015). The study led to the conclusion that MSMEs are important generators of jobs and entrepreneurship, name makers and drivers of the economic development. It, meanwhile, spotted the issues related to recruitment, retention, training, development and utilization of human resources. The capability of generating sustainable employment amongst MSMEs is not just limited to enterprise creation, but effective human resource management and development as well. Thus, managerial and human resources training is essential along with technical/financial training in the learning activities that foster skills in entrepreneur development.

Kuatsiua (2014) analyzed which shows the importance of the small and medium enterprises in terms of generating employment and economic development in a selected countries. The study gave the conclusion that the role played by SMEs in the creation of jobs and development of economy is important. The SMEs are especially relevant because they may start up in quite small units, benefit from local resources, can be rapidly re-activated to effectively match market needs, and can generate employment to develop various array of worker groups. It also showed that, apart from supportive institutions, the policy environment needs to be conducive, financial resources need to be made available, and infrastructure needs to be available, along with developing entrepreneurship competency, in order to the SMEs to be able to fully deliver the employment creation potential. These observations are important to explain the job creation role of entrepreneurship in one of most diversified regions in terms of economy and business activity namely Vidarbha.

The study of condition and working of micro enterprises was done by the researcher, circle Mohanty (2018). The study highlighted the impact of the MSME's particularly in employment generation, manufacturing, export and economic growth. This also identified a number of issues impeding the functioning of MSMEs, such as a lack of finance, technology, infrastructure, marketing, and management. The study advocated that MSMEs should be provided with a supportive role by the government by ensuring proper policies that involve the competitiveness and sustainability of the MSMEs. Its improvement from an employment perspective could result in new employment and help increase self-employment, as well as contribute to a thriving local economy.



Moorthy et al. (2012) discussed the factors affecting the performance of SMEs in Malaysia. They identified that SMEs' performance is influenced by some factors which include financial resource, management skill, marketing activity, use of technology as well as business environment. The need for the entrepreneur to exhibit a set of characteristics and be adequately resourced to support the business and its growth was highlighted. The study was conducted in Malaysia, however that study has a more relevant connection to this study, as many micro business enterprises are faced with similar issues in the finance, skills, technology & competition in the marketplace. There are linkages between Entrepreneurship development and generation of employment that can be explored through the performance of enterprises for enterprise expansion where its employment generating attributes are likely to be.

Subala (2017) has done a research work in Kanniyakumari District, affecting factors of growth of MSMEs for operating business through e-Business. The study has shed light on one of these dimensions – electronic business and digital technology for growth opportunities for MSMEs – which has become a focal point over the years. An e-business can create a number of benefits for small businesses to attract customers, secure market share, offer better customer satisfaction and make the transaction easier, all of which can help enhance competitiveness. The research is relevant to the current entrepreneurship scenario as it underlines the importance of entrepreneurs to overcome borders and restrictions from the market as everyone is connected via digital platforms. This growth might be able to contribute to business development and job creation.

Sipahi (2020) analysed how the MSMEs (small scale traditional businesses) were affected by COVID-19 and suggested a mechanism to revitalise the MSMEs. The study has pointed out the vulnerability and highlighted the following issues faced by MSMEs – Economic disruption, Fall in sales/customer demand, financial issues, Business/Factory issues, and disruption in value chain. It highlighted the need for taking proper steps and institutional support to rebuild and resurrect the small business firms. Good relationship between business start up and strength and sustainability of Entrepreneur, as they are the foundation upon entrepreneurship, is highlighted. Support for the economy in terms of financial aid, policy measures, digitalization, support for markets and crisis-management should therefore have a fundamental importance in securing job already held and in creating new job.

### Overall Review

From all the above literature studied, the findings showed that there are employment generating and economic development mechanisms which are crucial in the entrepreneurial business and MSMEs. In each each of the studies, access to finance, managerial and entrepreneurial skills, use of new technologies, market access, infrastructure, government support, human resource management and ability to handle crises that affect the functioning of enterprises were identified as important enterprise performance/growth factors. From some other literature, it also appears that, if the enterprise is financially and operationally sound then it can also be better at this prime work and increase their employees if the enterprise can 'afford' to do so. The reviewed studies revisit the role of MSME and contribution towards the overall economy whereas, less of the reviewed studies had the scope of looking at linkages towards the entrepreneurial development programmes and employment generation specific to the Vidarbha region. There are some region specific factors of Vidarbha including the importance of agriculture, industry, entrepreneurship (urban and rural), natural resources, employment etc. which needs regional specific study. Looking at the above complement the present study was an attempt to fill this void by examining the effect of entrepreneurship development on the employment generation and self-employment generation in Vidarbha region and identified the factors which influenced the success of entrepreneur as institutional factors, financial factors, skill factors, technological factors and market factors.



## Objectives of the Study

1. To examine the role of entrepreneurship development in generating employment opportunities in the Vidarbha region.
2. To identify the major factors influencing entrepreneurship development and employment generation, particularly access to finance, entrepreneurial skills, government support, infrastructure, technology, and market opportunities.
3. To assess the major challenges faced by entrepreneurs in Vidarbha and suggest suitable measures for strengthening entrepreneurship development and promoting sustainable employment generation.

## Hypothesis 1

**H<sub>01</sub> (Null Hypothesis):** There is no significant relationship between entrepreneurship development and employment generation in the Vidarbha region.

**H<sub>11</sub> (Alternative Hypothesis):** There is a significant positive relationship between entrepreneurship development and employment generation in the Vidarbha region.

## Research Methodology

The design of the present study is descriptive and analysis of research which is designed to find out the role of Entrepreneurship development in the generation of employment in Vidarbha region, Maharashtra. The study aims to present the key challenges of entrepreneurship development such as entrepreneurial capabilities, financial benefits, government support, infrastructure, technology utilization, market opportunities and institutional support and their impact on employment generation. The primary data which would be used for this study would be the data collected from the entrepreneurs and the owner/managers of micro, small and medium scale enterprises from selected districts of Vidarbha using structured questionnaire. The respondents were selected by a proper sampling technique to ensure that there is representation of the different types of enterprises and geographical areas. The secondary data's are collected from Government Reports and MSME Publications, Research Journals and Books, Institute Reports and other sources. The questionnaire has statements scored on a five-point Likert scale from disagree to agree, plus questions pertaining to demographic characteristics, enterprise profile, employment created and development of entrepreneurs. The collected data are subsequently analysed and made consistent in data tables and sorted quantitatively with the aid of frequency, percentage, mean and standard deviation respectively, and qualitatively with the aid of correlation and/or hypothesis testing. Entrepreneurship development relationship with the generation of employment is analysed to know whether there is a significant contribution made by the development of entrepreneurship towards employment in the region. The test to test the formulated hypotheses may be inferential statistical techniques and the Cronbach's alpha may be used for the research instrument construction reliability assessment. All ethical issues are addressed and followed such as voluntary participation, maintaining respondents' information confidential, and only using respondents information for academic research. The methodology aimed at giving a systematic estimation of contribution of entrepreneurship development towards employment generation and to identify the steps for the empowerment of entrepreneurial activity and sustainable employment for Vidarbha.

**Table: Descriptive Statistics of Entrepreneurship Development and Employment Generation**

| Sr. No.        | Statement                                                                                 | N          | Mean        | Std. Deviation |
|----------------|-------------------------------------------------------------------------------------------|------------|-------------|----------------|
| 1              | Entrepreneurship development creates new employment opportunities in the Vidarbha region. | 400        | 4.12        | 0.78           |
| 2              | Entrepreneurial enterprises provide significant opportunities for self-employment.        | 400        | 4.18        | 0.72           |
| 3              | Growth of MSMEs contributes to increasing employment opportunities in the region.         | 400        | 4.09        | 0.81           |
| 4              | Entrepreneurship development programmes improve employment prospects among youth.         | 400        | 3.96        | 0.86           |
| 5              | Government support encourages entrepreneurs to create additional employment.              | 400        | 3.91        | 0.89           |
| 6              | Access to finance facilitates expansion of enterprises and employment generation.         | 400        | 4.05        | 0.83           |
| 7              | Entrepreneurial skills and training improve the capacity of enterprises to generate jobs. | 400        | 4.01        | 0.85           |
| 8              | Technology adoption enhances enterprise growth and employment opportunities.              | 400        | 3.88        | 0.91           |
| <b>Overall</b> | <b>Entrepreneurship Development and Employment Generation</b>                             | <b>400</b> | <b>4.03</b> | <b>0.83</b>    |

### Interpretation

The descriptive statistics have shown that the overall general attitude of respondents towards the role of entrepreneurship development in employment generation in vidarbha region is positive. The statements which measured the contribution of entrepreneurship to employment creation were generally highly agreed with (overall mean score 4.03). “Entrepreneurial enterprises offer good opportunities for self-employment” (Mean = 4.18) and “An improvement in the capabilities of entrepreneurship development leads to the generation of new jobs via entrepreneurs” (Mean = 4.12) were the two statements with the highest mean scores. Major respondents also strongly acknowledged MSME growth (Mean = 4.09) and access to finance (Mean = 4.05) as key drivers to employment generation. The values of the standard deviation, varying from 0.72 to 0.91, suggest that there is some level of variation among respondents' opinions. In general, the descriptive findings indicated that entrepreneurship development is considered as significant enabler in generating employment and self-employment in Vidarbha is perceived as such. However, the significance of  $H_{11}$  can't be evaluated by descriptive statistics. These correlation/regression analyses should then be carried out to check the statistical significance of the relationship between entrepreneurship development and employment generation.

**Table: Pearson Correlation between Entrepreneurship Development and Employment Generation**

| Variables                    | Entrepreneurship Development | Employment Generation |
|------------------------------|------------------------------|-----------------------|
| Entrepreneurship Development | 1                            | 0.684                 |
| Employment Generation        | 0.684                        | 1                     |
| Sig. (2-tailed)              | —                            | 0.000                 |
| N                            | 400                          | 400                   |

**Note:** Pearson Correlation = **0.684**; Sig. (2-tailed) = **0.000**; N = **400**.

**Source:** Computed from primary data using SPSS.

### Interpretation

The Pearson correlation analysis data showed great positive relationship between entrepreneurship development and employment generation; appearing, the relationship was found very positive with  $r = 0.684$ . The significance value of the relationship is 0.000 which is the same as  $p < 0.01$ . With the positive correlation, it can be concluded that the increase in entrepreneurship development is an improvement in employment generation in the Vidarbha region. So, the null hypothesis ( $H_{01}$ ) is rejected and alternative hypothesis ( $H_{11}$ ) is accepted. The result reveals that 'entrepreneurship development' with the support of 'Entrepreneurial skill', 'Financial source', 'Government support', 'Technology' and 'Market opportunity' can be an important job generating area in Vidarbha.

### Overall Conclusion

Based on the findings of study, "Role of Entrepreneurship Development in Employment Generation: A Study of Vidarbha Region" it can be concluded that entrepreneurship development is playing a very positive role and fruitful role in vidarbha region, it can be summarized that entrepreneurship development is a very powerful tool which is working as a catalyst for job creation and also it is playing a significant role to provide support in the economic development of Vidarbha region. It provides evidence that entrepreneurship does not just create self employment, but also brings along job creation effects directly and indirectly – during the process of enterprise creation, growth and diversification. Entrepreneurship can offer an alternate and sustainable means of income generation and economic empowerment as alternative use of agriculture in a place like Vidarbha where jobs were unevenly distributed to all. The financing of entrepreneurial activities is needed greatly in entrepreneurial knowledge & skills, entrepreneurial activities, market opportunities, technology, government support & infrastructure, and institutional support during the implementation of entrepreneurship. These combined factors will impact the ability of entrepreneurs to get off the ground, operate their businesses, expand and create jobs.

From the descriptive analysis of the above it is very clear that there is a positive attitude of the respondents against the contribution of entrepreneurship development in generating employment. Respondents affirmed that entrepreneurship is one of the significant factors towards selfemployment, new business creation, boosting MSMEs and providing local employment opportunity. Entrepreneurship development programmes find a unique relevance for youth and potential entrepreneurs where training, mentoring, skill development and awareness can boost their entrepreneurial skill and competency to reach and excel the entrepreneurship venture. In the same way, a lack of proper and affordable finance is a huge hurdle in establishing and growing entrepreneurial ventures. limited working capital or funds for investment can make it difficult for business owners to adopt the new technology, increase the business production, explore a new market or reduce costs of hiring more employees.



This study also emphasises the importance of employment generation role played by MSMEs/ small business owners in Vidarbha. Typically a small to medium sized enterprise requiring relatively small capital amounts, which can benefit from local resources, skills and markets. By expanding their development, they can promote non-metropolitan economic linkages and create jobs outside of the mainstream of economic life. Jobs can be generated and excess reliance on the traditional professions reduced as other skills and professions are developed like agro-based enterprise, manufacturing unit, retail-trading, professional services, tourism oriented products and technology driven businesses come into being. Additionally, entrepreneurship has the potential to boost local value chain adding value, improve supply chain and boost incomes for the households.

The hypothesis testing adds more backing for the significance of entrepreneurship development. Based on the study, it was found that the Pearson correlation analysis showed good positive correlation between entrepreneurship development and labour employment with the value of the  $r$  correlation obtained 0.684 and  $p$  0.000. This indicates that the higher the entrepreneurship level developed the more employment generated. Therefore, the null hypothesis was rejected and it was accepted that the alternative hypothesis was more truthful. The discovery has suggested that improving the business environment holds critical and positive role in looking for employment in the region. Unless additional regression or longitudinal studies back this up the relationship is to be understood as association and not as direct causality.

Despite Vidarbha's enormous potentials, there are still wide areas of lacuna in Entrepreneurship development. Restrictions on entrepreneurship skills, technological awareness, marketing limitations, infrastructure limitations, competition, constraint by regulations, access to institutional finance and access to wider markets can restrain the growth of enterprises. Other connectivity, digital infrastructure, information and institutional access challenges could apply to rural entrepreneurs. Therefore, it is vital that entrepreneurial development programmes embody the idea of encouraging entrepreneurship, and also need to provide continuous support during the life cycle of entrepreneurship.

Study suggests that a strong and cohesive business ecosystem should be created in Vidarbha. Skill Training, Mentoring, business Advisory Services, Digital Training, Technology, Market linkage, incubation, Financial Services & market can be provided through cooperation between Government, Financial Services, University, Entrepreneurship Development Institutions, Industry Associations and Local Agencies. Women, Youth, Rural entrepreneurs, first generation people and economically weaker sections of the population should be a special focus. The role of the educational institutions is also important, as part of their programmes they should address education on entrepreneurship and business projects, financial literacy and teaching innovation and orientation of start-ups.

Entrepreneurship development can serve as an answer for better employment generation, income generation, autonomous life style, alleviation of poverty and regional equilibrium development in the Balakot region, in general. But sustaining such an approach requires the environment to be conducive to the ability of the entrepreneurs to operate their enterprises profitably by providing finance, skills, technology, infrastructure and a market. Supporting entrepreneurship at the local level may help build a more diverse, resilient region by helping to change the employment seeker to an employment creator. The study finds that Entrepreneurship development through systematic and sustain approach and effective government policy and institutional framework can contribute largely to address the issue of unemployment and enable the healthy economic development of Vidarbha region.

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