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Developing a Framework to Measure Work-Image in Non-Farm Entrepreneurship

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Abstract

This study aims to examine non-farm entrepreneurs' perceived work-images and find characteristics that impact them. Conversations about job pace, fascinate, and content is critical for non-farm entrepreneurs. Data were collected from 310 individuals. Confirmatory factor analysis (CFA) was used to determine the validity and reliability of the proposed instrument. The four components of the proposed instrument and the findings are supported. The scale resulting from this research has a high level of reliability, validity, and unidimensionality for all of its components. The created tool may help decision-makers analyze the perceived work-image of non-farm businesses. The study's social and scientific significance is assessed, and the conclusion is based on its practical and theoretical applications.

Keywords: Non-farm entrepreneurs, perceived work-image instrument development, AMOS, exploratory factor analysis, EFA, confirmatory factor analysis, CFA.

1. Introduction

Non-farm income has a significant impact on the long-term economic sustainability of farming households (Prasad *et al*., 2022) [38]. Although agricultural activities provide the majority of a rural household's income, various empirical research indicate that rural non-farm (RNF) activities are becoming more important in developing and transitional nations (Singh, 2016) [44]. A non-farm home company that distributes its income to business-related operations such as transportation expenditures, raw material purchases, and business inputs increases profitability. Non-farm household firms lose money when they spend their earnings on loan repayments and promotional activities (Ojonta and Ogbuabor, 2023) [34]. This tackles three major challenges in developing nations' rural areas: agricultural modernization, poverty reduction, and rural environmental change (Berdegué *et al*., 2001) [3]. These activities have grown in importance in recent years since employment in the agriculture sector has fluctuated, whilst non-farming firms are critical in creating work prospects. Encouraging non-farm activities and cultivating entrepreneurial skills among rural adolescents is critical in resolving these challenges (Ramesh and Patrick, 2019) [41].

The RNF sector includes all rural economic activities, such as non-household and household handicrafts, processing, construction, mining, manufacturing, repairs, quarrying, commerce, transportation, community and personal services, and communication (Pathak, 2014) [36]. Furthermore, non-farming activities (NFAs) show that commerce and service operations were the most popular modes of participation. In contrast, the primary sector activities in the Cheborgei division include artisanal and extractive enterprises like as quarrying, timber cutting, carpentry, and brickmaking. The secondary sector includes trade and agro-processing industries such as retail, second-hand clothes sales, and beer production. Furthermore, the tertiary sector improves everyday life by providing services such as bicycle, radio, and shoe repair, as well as cosmetology and banking (Chepkoech *et al*., 2014) [8].

The document is structured as follows: Section 1 discusses the introduction, and Section 2 summarizes the research on the perceived work-image of non-farm entrepreneurs and its many sub-constructs. Section 3 describes the composition of our dataset and its variables. Section 4 outlines the study's empirical findings as well as its theoretical underpinning. Section 5 discusses the discussion, research and practical implications, limitations, and scope of the study. Section 6 summarizes the study's findings.

2. Review of Literature

Entrepreneurs frequently base their decisions on a range of factors that influence their perception of labor in the non-farm sector (Mishra 2005) [29]. This view is impacted by both

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external market forces and individual preferences. Understanding the simplicity of work, how well it connects with personal interests and talents, and the intrinsic character of the task are all important considerations in this decision-making process. Entrepreneurs evaluate these factors to guarantee that their companies not only meet current market demands but also reflect their own talents and interests, eventually striving for a balance of practicality, satisfaction, and long-term viability (Shir and Ryff, 2022) [43]. As a result, the perceived work picture contains the entrepreneur's complete business vision, including strategic, personal, and operational factors that influence their activity selection.

2.1. Work-cinch

Choosing an activity that one can successfully manage boosts the likelihood of success and long-term growth in the nonfarm sector (Lanjouw and Lanjouw, 2001) [25]. For example, choosing an activity based on its growing popularity or demand might be a relevant decision-making consideration (Wohlers and Hertel, 2017) [49]. Observing market trends, demand dynamics, and sectoral growth patterns is critical in making entrepreneurial decisions. Choosing an activity with increasing demand demonstrates a strategic reaction to market prospects and scalability (Westley and Antadze, 2010) [48]. Furthermore, the regulatory environment and administrative needs heavily impact entrepreneurial decisions. Luo and Junkunc (2008) [28] and Musara and Gwaindepi (2014) [30] found that regulatory ease of doing business, licensing processes, and bureaucratic impediments all have an influence on entrepreneurship. Choosing an activity that avoids cumbersome regulatory processes might help to simplify operations and lower entry barriers, hence encouraging entrepreneurial participation (Odeyemi *et al*., 2024) [33]. Entrepreneurs frequently pick activities that do not require licenses or other authorization in order to circumvent these roadblocks and simplify their operating structure. Anticipating future trends, possibilities, and development potential is another strategic concern for entrepreneurs (Shepherd *et al*., 2015) [42]. The value of forward-thinking tactics, market information, and industry research in finding activities with bright future possibilities. Choosing an activity with potential for future growth is consistent with long-term sustainability and competitiveness objectives. Entrepreneurs that analyze future trends keep their businesses relevant and competitive over time (Daradkeh, 2023) [11]. Overall, strategic elements impacting entrepreneurial decisions in the non-farm sector include personal aptitude, market trends, regulatory environment, and future prospects.

2.2. Work-Fascinate

Personal motivations, interests, and passions frequently drive entrepreneurial decisions, which have a huge impact on engagement and success. One such incentive is the joy and intrinsic motivation that entrepreneurs have for their chosen pursuits. Alwaely *et al*. (2024) [1] found that intrinsic drive, enjoyment, and excitement are important factors in motivating creative and inventive undertakings. When entrepreneurs are enthusiastic about their business, they tend to devote more time, effort, and innovation, resulting in better levels of engagement and satisfaction (Laguna *et al*., 2017) [24]. This internal motivation may be a major driver of entrepreneurial success. Interest and curiosity play an important influence in developing entrepreneurial decisions. Spivack *et al*. (2014) [45] describe how real passion in an activity promotes a feeling of purpose, resilience, and constant learning, all of which are essential for identifying opportunities, developing ideas, and launching a business. Entrepreneurs who chose activities based on their interests are more likely to stick with it and face the obstacles of entrepreneurship with greater determination and passion (Spivack *et al*., 2014) [45]. Creativity is another important factor in entrepreneurial involvement. Lages *et al*., 2020 [23] emphasize the significance of creativity in entrepreneurship, namely in idea generating, issue resolution, and value creation. Engaging in creative activities frequently results in novel ideas and distinct value propositions that create a competitive advantage in the market. Entrepreneurs who value innovation are better positioned to create unique goods and services that address developing market demands (Okpara, 2007) [35]. Artistic expression may also motivate businesses by combining passion, inventiveness, and aesthetic value. Lindkvist (2013) [27] examines the nexus of art, culture, and entrepreneurship, focusing on how creative creativity contributes to company innovation, brand distinctiveness, and consumer engagement. Artistic activities frequently appeal to niche consumers and establish emotional connections, so strengthening company identification and narrative. Entrepreneurs may establish unique and memorable brands that resonate with customers by incorporating creative elements into their businesses. Understanding the many motives that drive entrepreneurial decisions—such as personal enthusiasm, intrigue, creativity, and creative expression—is critical for developing entrepreneurial passion and promoting innovation. These motives motivate entrepreneurs to create innovative and powerful initiatives that stand out in the market, resulting in their success and happiness.

2.3. Work-Content

The choice to participate in an activity because it is now popular demonstrates an understanding of market dynamics and consumer preferences (Raji *et al*., 2024) [40]. While trendiness can provide immediate benefits such as increased demand and exposure, entrepreneurs should be wary of trends' fleeting nature (Brazeal *et al*., 2023) [4]. According to Brunner *et al*.'s (2024) [5] analysis, lasting initiatives are frequently established on long-term market demands and value propositions rather than transient trends. As a result, while staying current with trends might be useful, a more in-depth examination of long-term market viability and consumer value is required for continued success. Entrepreneurship requires risk-taking and can serve as a catalyst for innovation and growth (Kahn, 2022) [21]. However, deciding to undertake an activity simply because it entails risk should be supported with a strategic risk management strategy. There is a clear contrast between risk and uncertainty, and entrepreneurs frequently seek acceptable hazards through planned methods rather than reckless risk-taking. Effective risk assessment, contingency planning, and resilience measures are critical for managing and utilizing risks in entrepreneurial endeavors (Purnomo *et al*., 2021) [39]. The competitive landscape may encourage entrepreneurs to pursue activities that provide potential for distinction, market penetration, and growth. However, joining a highly competitive market necessitates a detailed grasp of industry dynamics, client requirements, and competitive positioning (Zhou *et al*., 2009) [50]. The necessity of gaining a competitive edge through distinct value propositions, operational efficiency, and strategic positioning has been extensively established (Hooley, 2010) [18]. Entrepreneurs should undertake market study, identify competition risks, and devise tactics to establish a distinct market position. The pursuit of activities focused largely on

earning potential highlights the financial motivations driving entrepreneurial actions. While profitability is an important part of sustainability, concentrating simply on earnings potential risks overlooking other variables like passion, market fit, and long-term value creation. Entrepreneurs should consider income potential with market demand, scalability, and alignment with personal aims and beliefs (Zhou *et al*., 2009) [50]. Finally, these comments illustrate a number of elements that entrepreneurs evaluate while deciding on an activity, such as market trends, risk appetite, competitive dynamics, and financial concerns. A comprehensive strategy that includes market understanding, strategic planning, risk management, and value generation is critical to entrepreneurial success and sustainability.

3. Research Design

The purpose of this survey is to validate and construct a complete tool for assessing non-farm entrepreneurs' perceived job image. A thorough review of current literature is required as part of the research and development of a new instrument. The literature review and analysis of a list of research publications on non-farm entrepreneurs laid the groundwork for understanding and substantial insights into earlier studies that addressed non-farm entrepreneurs' perceived work-image. Initially, 18 things were chosen from the corpus of literature. These variables were thought to be the best fit for measuring non-farm entrepreneurs' perceived work-image. Because there were no tools or conceptual models available to describe the perceived work-image of non-farm entrepreneurs, the instrument's statement pool could not be built exclusively from literature. We did quantitative research to augment the literature review in order to create items that would identify the perceived work image of non-farm businesses in rural regions. The researcher classified non-farming activities into three types: expert workers, menial laborers, and commerce-related activity. Skilled people were employed in the following occupations: auto repair, carpentry, private school teaching, welding, painting, masonry, barbering, plumbing, tailoring, tuition center, medical hall, and electrician. Unskilled work included break-making, milk and vegetable sellers, newspaper vendors, and riksha walas ["a compact, covered passenger vehicle with two wheels that are usually drawn by one person" (Cambridge Dictionary, 2023)]. A general store, a milk cooperative society, a fast-food restaurant, a bookstore, a cottonseed cake business, and a concrete and masonry shop were also among the commercial companies.

3.1. Preliminary Study

For a preliminary investigation, we chose thirty non-farm professionals who were intimately involved with non-farming activities in Haryana during the winter of 2024. Four steps of expert selection were completed. The first step was to identify organizations currently active in the non-farm sector. The second stage involves identifying professionals currently working in the non-farm sector. We asked specialists to participate in the third phase. Individuals who agreed to participate were asked to propose more experts who they thought should be included. Finally, we obtained the greatest degree of heterogeneity for relevant task areas by forming a suitable expert panel. Only 20 of the 25 specialists who requested appointments to oversee semi-structured interviews were granted them. The panel's selected experts come from a variety of experiences, including entrepreneurship and great financial achievement. These individuals have substantial experience in the nonfarm industry. The bulk of the interviews were held in person at the experts' offices, although three were performed over the phone. We gave each panel expert a thorough overview of the study's goals and objectives before asking open-ended questions. Open-ended inquiries lessen the likelihood of missing important information that we, as investigators, may have overlooked (Nworie, 2011) [32]. An open-ended question allows experts to respond openly and gives adequate opportunity for discussion of the issue (Pereira and Alvim, 2015) [37]. Three specific questions were chosen to illustrate the perceived work-image of non-farm businesses. The next two questions, 'What is the nature of your operations?' and 'What perceived work-image have you confronted inside the present system?' asked participants to describe the perceived work-image of non-farm enterprises. Synthesizing the enormous data into meaningful and relevant components was an important and time-consuming aspect of the research. During the qualitative analysis of the text on non-farm entrepreneurs' perceived work-image, seventeen different keywords were found. The replies to the preliminary queries, namely concerning the perceived work-image of non-farm entrepreneurs, allowed experts to react freely based on their experiences, resulting in the addition of important facts that clarified the issue and its components. We created 18 questions based on qualitative research to define the perceived job image of non-farm entrepreneurs.

3.2. Statements and Instrument Development

Following a thorough review of expert viewpoints and current literature, it was chosen to include 18 components to define the perceived work-image of non-farm entrepreneurs in the non-farm industry. The questionnaire was created in two languages, English and Hindi. The researcher created an early version of a structured, closed-ended questionnaire with 18 statements drawn from the literature study and quantitative analysis. The participants were told to score the 18 aspects according to their relevance and necessity in constructing the perceived work-image of non-farm entrepreneurs using a five-point Likert scale:

i). Strongly disagree
ii). Disagree
iii). Neutral
iv). Agree
v). Strongly agree.

Respondents were asked to offer feedback on the items' ambiguity, clarity, language, and content. Only 19 individuals from the expert panel contacted for the open-ended interview procedure agreed to help refine the scale items. The instrument's statements were chosen based on the respondents' agreement. Respondents found all 18 components relevant and appropriate for the study assignment. Nonetheless, due to insufficient understanding, 14 things were chosen and two were removed. During the second round of evaluation, participants agreed that 12 items were suitable and important, and the questionnaire needed no more revisions. The respondents' feedback was solicited at all stages of the questionnaire's development. This aided in the gradual evolution and improvement of the survey tool. We validated the instrument's face and content validity after several rounds of respondent reviews.

3.3. Pilot Testing

Dörnyei and Taguchi (2009) [12] found that questions that have

been used often in the past must have been well tested. In order to further verify the instrument before collecting actual data, we conduct a last pilot survey with a small sample size to assess the perceived work-image of non-farm entrepreneurs in the non-farm sector. The questionnaire was evaluated based on 30 replies. A questionnaire was used to collect data, and factor analysis was carried out using the Statistical Package for Social Sciences (SPSS 22). Factor analysis was designed primarily to improve product selection. Factor analysis may be conducted using a variety of approaches (Field, 2013) [13]. According to Costello and Osborne (2005) [9] and Kaiser (1974) [22], loading values larger than 0.5 are regarded "reliable" regardless of sample size. The initial component analysis resulted in the elimination of seven items from the test because their factor levels were deemed unnecessary (Kaiser, 1974) [22]. The final form of the questionnaire had two sections. The respondent's attributes were identified using seven questions in Section 1. Section 2 used 12 criteria to assess non-farm entrepreneurs' perceived work-images. Statements were picked at random for inclusion in the questionnaire. A five-point Likert scale was used to assess the items. Respondents were asked to confirm the instrument's content and face authenticity.

3.4. Data Collection

In a survey-based study, a list of potential respondents is required. To reach our research goal of creating a measuring model for future use by academics analyzing the perceived work-image of non-farm entrepreneurs, respondents must be actively participating in business operations. As a result, we chose to interview both the firm's founders and employees. Furthermore, adding non-farming operations was critical owing to their significant expertise in both commercial and operational aspects. We used convenience and purposive sampling approaches to acquire data. The researchers collected 335 questionnaires from this group. As a result, 370 survey questionnaires were distributed to respondents, with 335 completed replies and a response rate of almost 90%. A considerable percentage of the 335 questions lacked data values, however a handful were resolved quickly. Following the screening procedure, 310 replies were judged accurate and appropriate for the research. Regarding the queries, 310 replies were judged sufficient for this study. We required only 130 responses, but we got 310 (Bryant and Yarnold, 1995; Bentler and Chou, 1987) [6, 2]. We investigated the study's aims and the advantages of its results. As a result, we may continue our inquiry into scale development.

3.5. Demographic Profile

Table 1 shows the demographics of respondents who do not work on a farm. It includes respondents' ages, social classifications, educational backgrounds, and employment. A total of 310 people participated. Of the 310 respondents, 169(54.5%) were aged 18 to 30, 127(41%) were aged 31 to 40, and the remaining 14(4.5%) were aged 41 and over. Approximately 35.5% of respondents belonged to the general group, while 32.9% were from the backward class (BC). 31.6% of respondents belonged to scheduled castes/tribes (SC/ST). Thirty-five respondents (11.3%) were illiterate, followed by 67(21.6%) who completed up to the eighth grade, 86(27.7%) who studied from the ninth to the twelfth grade, and the remaining 122(39.4%) who completed the 12th grade or above. Of the 310 respondents, 110(35.5%) were skilled workers, 105(33.9%) worked in commerce, and the remaining 95(30.6%) were unskilled workers.

Table 1: Demographic profile of the respondents

Demographics	Characteristics	Frequency	%
Age	18 to 30	169	54.5
	31 to 40	127	41.0
	41 and above	14	4.5
Social Category	General	110	35.5
	BC	102	32.9
	SC/ST	98	31.6
Education	illiterate	35	11.3
	1st to 8th	67	21.6
	9th to 12th	86	27.7
	more than 12th	122	39.4
Occupation	Skilled workers	110	35.5
	Unskilled workers	95	30.6
	Commerce related activities	105	33.9

Source: *Survey data*

4. Results and Data Analysis

A number of accepted statistical techniques and protocols were applied to the analysis of the main data that was gathered. A factor analysis was then performed on the gathered data. Additionally, "Confirmatory Factor Analysis" (CFA) was used to confirm that the measuring scale was genuine. Additional information about the analysis's findings is given in the sections that follow. We used AMOS 21 for Confirmatory Factor Analysis (CFA) and SPSS 22, the "Statistical Package for Social Sciences," for Exploratory Factor Analysis (EFA).

4.1. Reliability of the Instrument

Internal consistency is the phrase used to describe a group of items or assertions that show uniformity or homogeneity to differing degrees. Cronbach's alpha can be used to assess an instrument's internal consistency and reliability (Sun and Hong, 2002) [47]. A Cronbach's alpha of more than 0.7 is regarded acceptable, more than 0.8 is good, and more than 0.9 is an indication of exceptional internal consistency (Cronbach, 1951) [10]. The 12 PWI (perceived work-image) has an aggregated Cronbach's alpha score of 0.932, indicating item dependability.

4.2. Exploratory Factor Analysis

A data reduction technique called exploratory factor analysis (EFA) reduces large datasets with several variables into a more manageable set of parts. The use of EFA in factor analysis has been supported by Lewis *et al.* (2005) [26] and Straub *et al.* (2004) [46]. As a first stage in the construction of scale, this approach makes it possible to identify and delineate the dimensions of measured items (Iacobucci, 2010) [19]. The KMO and Bartlett's tests were used to assess if the data was suitable for factor analysis. After using Principal Components Analysis (PCA) to identify patterns and structures in the data, a varimax rotation was applied.

With 66 degrees of freedom, the calculated chi-square value of 2429.350 indicates a significance level of 0.05. The accuracy of the factor analysis is supported by a KMO score of 0.940. As a result, factor analysis is considered a legitimate method for additional data analysis in this study. The EFA results and a thorough component breakdown are shown in Table 2. Three variables were found to account for 73.667% of the variation that was observed.

"Work-cinch," or Factor 1, is characterized by high loadings

from statements such as "I chose this activity because I am skilled at managing it," "I chose this activity because it is becoming more and more popular," "I chose this activity because it does not require any licenses or permissions," and "I chose this activity because it has promising future prospects." Having an Eigenvalue of 6.914, Factor 1 is responsible for 26.174% of the variation. Factor 2, referred to as "Work-fascinate," is distinguished by high loadings from statements like "I chose this activity because it excites me," "I chose it because it is something I am personally interested in," "I chose it because it is creative," and "I chose it because it has artistic elements." Factor 2 has an Eigenvalue of 1.070 and explains 24.904% of the variation. Last but not least, Factor 3, also known as "Work-essence," arises from significant loadings of statements like "I chose this endeavor because of its current popularity," "I chose it because of its financial rewards," "I chose it because of its competitive nature," and "I chose it because of its associated risk factor." Factor 3 has an Eigenvalue of 0.856 and explains 22.589% of the variance.

4.3. Confirmatory Factor Analysis

According to Ifinedo (2006) [20] and Fornell and Larcker (1981) [14], it is crucial to determine the measurement model's construct validity and reliability before looking at the relationships inside the structural model. To examine the assessment models' psychometric properties, their content and convergent validity were examined (refer to Table 2). By using a comprehensive approach to evaluate the concept's consistency and coherence, the Composite Reliability (CR) offers insight into the construct and convergent validity of the measurement model (Hair *et al*., 2010) [17]. Acceptable scale dependability is indicated by a CR value larger than 0.7 (Nunnally and Bernstein, 1994; Fornell and Larcker, 1981) [31, 14]. The sub-constructs "Work-Cinch (WC)," "Work-Fascinate (WF)," and "Work-Essence (WE" have composite reliabilitys of 0.911, 0.826, and 0.892, respectively, as shown in Table 2. The results reveal that, according to the suggested model, every sub-construct of the perceived work-image of non-farming entrepreneurs exhibits a high level of reliability.

One important indicator is convergent validity, which gauges how much the items are similar (Hair *et al*., 2010) [17]. Convergent validity is assessed using standardized construct loadings that represent the significance and lucidity of construct elements. Standardized construct loadings for observed variables must be more than 0.50 (Hair *et al*., 2010) [17]. Factor loadings for sub-constructs range from 0.67 to 0.86, according to Table 2 analysis, indicating significant and efficient representation of their individual components.

The major construct's Average Variance Explained (AVE) must be more than 0.5 and less than the Composite Reliability (CR) score. It is clear from the tabular data analysis that the sub-constructs' Average Variance Extracted (AVE) is more than 0.5 but lower than the Composite Reliability (CR) value. As a result, the major construct and its sub-constructs logically converge.

Numerous fit indices, such as the Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Normed Fit Index (NFI), and Comparative Fit Index (CFI), were used to further assess the model's validity (Hair *et al*., 2010) [17]. Chi-square/degree of freedom (1.460), CFI (0.990), GFI (0.961), TLI (0.987), NFI (0.970), and RMSEA (0.039) are the values indicated by the indices in Table 4. According to Gefen *et al*. (2000) [16] and Gefen and Keil (1998) [15], acceptable criteria include an RMSEA of less than 0.8, a CMIN/degree of freedom of less than 5, and an NFI, CFI, GFI, and TLI greater than 0.9. A thorough examination of Table 4 demonstrates that the model appropriately fits the data.

4.4. Main Construct

The evaluation model depicted in Figure 2 elucidates the several factors impacting the perceived self-image of entrepreneurial non-farming businesses. The four suggestions for each facet represent the ideas of "Work-Cinch (WC)," "Work-Fascinate (WF)," and "Work-Essence (WE)," which collectively contribute to the concept of perceived work-image. Confirmatory Factor Analysis (CFA) was used to confirm the organization of the structural representations in Figure 2, which were created through empirical research using closed-ended questions. 'WC' and 'WF' and 'WE' have a good association (0.775 and 0.798, respectively). In the end, 'SP' and 'SE' have a substantial association (0.713). The components' greatest association demonstrates how each idea in the model is interdependent. Therefore, 12 indications supported the assessment of the three sub-constructs (work-cinch, work-fascinate, and work-essence) inside the larger construct (perceived work-image of non-farm entrepreneurs). Furthermore, Table 5 shows that the composite dependability for the important construct "Perceived Work-Image" is 0.932. Table 5 shows that the primary build's factor loading falls between 0.93 and 0.83. This demonstrates how well construct components are encapsulated within the objects under examination.

Table 2: Items loading and Reliability for first order sub-construct of PWI

Sub-Constructs	Items	Description	Standard Factor loading	Composite reliability	Average variance extracted (AVE)
Work-Cinch (WC)	PWI1	I chose this activity because I can manage it well.	0.83	0.911	0.720
	PWI3	I chose this activity because it is happening more and more around.	0.86		
	PWI5	I chose this activity because it does not require license and other permissions.	0.86		
	PWI6	I chose this activity because it has good scope in future	0.85		
Work-Fascinate (WF)	PWI2	I chose this activity because it excites me.	0.78	0.826	0.544
	PWI7	I chose this activity because I am interested in.	0.78		
	PWI11	I chose this activity because it is Creative.	0.67		
	PWI12	I chose this activity because it is Artistic.	0.72		
Work-Essence (WE)	PWI4	I chose this activity because it is in trend now.	0.82	0.892	0.673
	PWI8	I chose this activity because there is a risk.	0.77		
	PWI9	I chose this activity because it has more Competitive.	0.84		
	PWI10	I chose this activity because it is enough earning related.	0.85		

Source: *Data obtained from SPSS results*

Table 3: Correlation matrix of sub-construct of PWI

Sub-Constructs	Work-Cinch	Work-Fascinate	Work-Essence
Work-Cinch	1.000		
Work-Fascinate	0.775	1.000	
Work-Essence	0.798	0.713	1.000

Source: *Data obtained from SPSS results*

Table 4: Goodness of fit indicators for the measurement model of PWI

Model fit Index Model	chi-square/Degree of freedom	CFI	GFI	NFI	TLI	RMSEA
Model fit Values	1.460	0.990	0.961	0.970	0.987	0.039

Source: *Data obtained from SPSS results*

Table 5: Items loading and Reliability for second order construct of PWI

Main Construct	Sub-constructs	Standard Factor loading	Composite reliability	Average variance extracted (AVE)
Perceived Work-Image (PWI)	Work-Cinch	0.93	0.932	0.763
	Work-Fascinate	0.83		
	Work-Essence	0.86		

Source: *Data obtained from SPSS results*

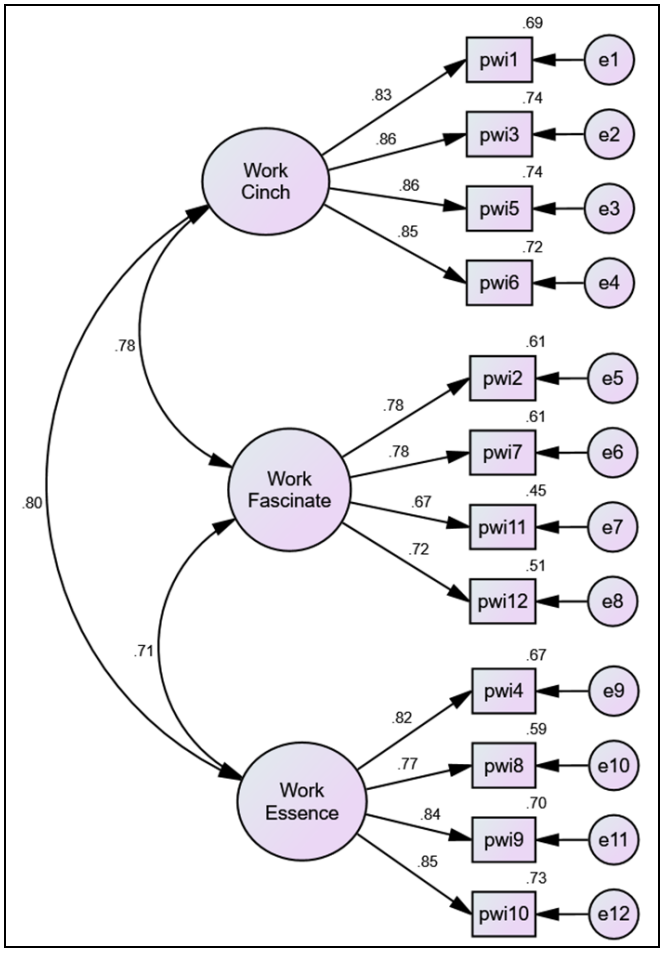

Fig 1: Measurement model of sub-construct

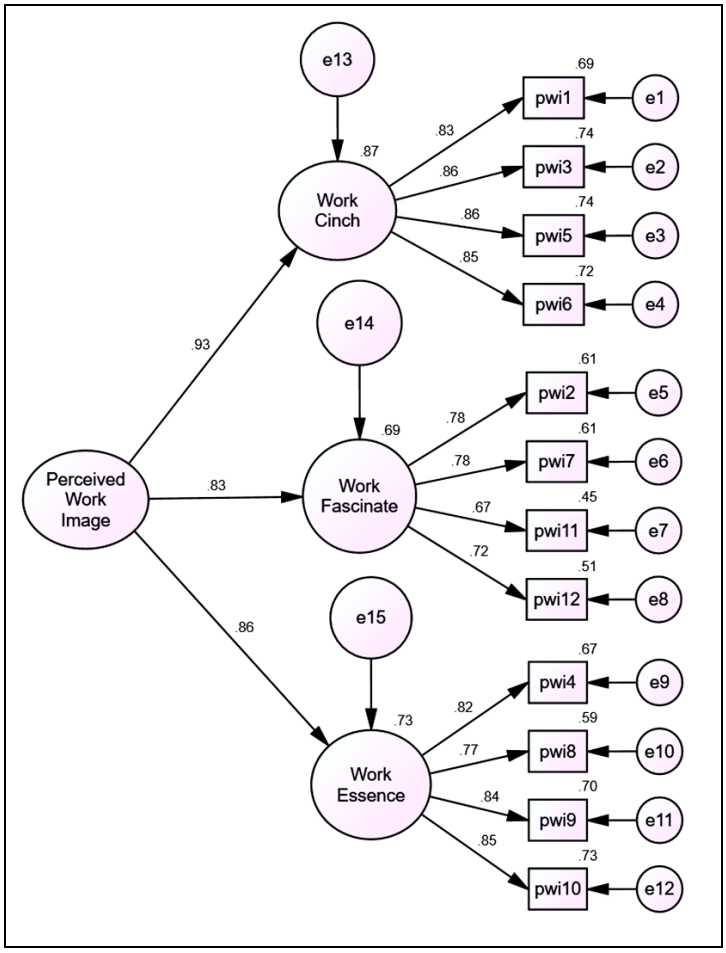

Fig 2: Measurement model of PWI

5. Discussion

The purpose of this study is to develop and test a method for evaluating non-farm entrepreneurs' perceived work-image. This is the outcome of a thorough, official assessment of the literature and incorporates knowledge from discussions with entrepreneurial specialists outside of the agriculture sector to improve the comprehension used in the product development process. We started by identifying 18 things using a literature review and qualitative study. Twelve of the eighteen components were shown to be significant during the iterative instrument design and purification process. Sub-constructs were then, after the application of pertinent concepts and scale-development processes, divided into three groups: "WC," "WF," and "WE." We outlined the non-farm entrepreneurs' perceived work picture based on the analysis of statistical data. As mentioned earlier, primary data was gathered in order to examine how non-farm entrepreneurs evaluated their work lives. The criteria used to gather this data are given. The results of the study shed light on Haryana's non-farm entrepreneurial structures' perceived work image. The four components of the work-cinch concept: "I chose this activity because I am skilled at managing it," "I selected this activity due to its increasing prevalence," "I opted for this activity due to its lack of licensing and permissions requirements," and other "I chose this activity based on its promising future prospects." clearly explain work-cinch. Work-fascinate refers to a person's belief in their ability to carry out the tasks and activities required to achieve the intended outcomes and goals. There are four parts to this structure: "I picked this activity because it's exciting to me," "I picked it because it interests me personally," "I chose it because it's creative," and "I picked it because it has artistic

elements." The final construct of work essence was also presented, and it included elements like "I chose this endeavor because of its current popularity," "I chose it because of its financial rewards," "I chose it because of its competitive nature," and "I chose it because of the associated risk factor." These provide non-farm operations with up-to-date knowledge and expert assistance to improve their operational success.

Using both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), the study carefully evaluated the internal consistency, validity, and factor structure of the Perceived Work-Image (PWI) construct among non-farming entrepreneurs. The basic premise that the perceived work-image of non-farm entrepreneurs is a complex construct with a consistent underlying structure is supported by these data. The PWI measuring paradigm's validity and reliability are confirmed by the results of both EFA and CFA. The identification of discrete aspects of perceived work-image provides important information on the mental makeup of non-agricultural business owners. In rural and semi-urban areas, these validated characteristics can direct targeted interventions and training initiatives to improve entrepreneurial skills.

5.1. Research and Practical Implications

The study's conclusions have important applications for development organizations, entrepreneurial support groups, and legislators. The study provides an organized framework for comprehending the perceptions and motives that propel non-farm entrepreneurial activity by establishing and validating the three main components of perceived work-image: Work-Cinch, Work-Fascinate, and Work-Essence. Using this paradigm, more specialized training courses, mentoring programs, and awareness campaigns may be created that are in line with the inherent incentives and possibilities of entrepreneurs. Additionally, it may guide the creation of resource allocation plans and supporting policies that are suited to the practical and psychological requirements of non-farm business owners, especially in rural and semi-urban settings. Practitioners and researchers may also use the validated PWI measure to evaluate entrepreneurial readiness and customize interventions that promote innovation and sustainable company growth outside of the agriculture industry.

5.2. Limitations and Scope for Future Research

This study contains a number of shortcomings in spite of its excellent contributions. Its geographic restriction to Haryana may limit the findings' applicability to other areas with distinct socioeconomic and cultural circumstances. Potential biases including subjective perception and social desirability are introduced when self-reported data is used. Furthermore, the cross-sectional form of the study restricts our ability to understand how people's perceptions of their job may change over time or in reaction to shifting environmental factors. The sample might not accurately reflect the range of non-farm entrepreneurs' backgrounds, sizes, and types of businesses. Furthermore, the tool's development was guided by expert interviews; nevertheless, the initial item pool may not have been as thorough due to the small quantity and diversity of experts interviewed. Finally, the results' direct relevance to performance or success measurements is constrained by their emphasis on perception rather than real entrepreneurial achievements.

6. Conclusions

Based on both theoretical research and empirical observations, this study effectively created and validated a strong tool for evaluating non-farm entrepreneurs' perceived work-image (PWI). The study verified that PWI is a multidimensional construct made up of three important sub-constructs: Work-Cinch, Work-Fascinate, and Work-Essence. This was accomplished by using rigorous statistical techniques, such as EFA and CFA, to reduce an original collection of 18 items to 12 significant components. The motivational and perceptual factors that influence the entrepreneurial decisions and actions of non-farm entrepreneurs are captured by each of these characteristics. In addition to improving our conceptual knowledge of entrepreneurial identity in non-agricultural contexts, the verified framework provides a useful basis for training efforts, policy development, and tailored assistance programs. In the end, this study makes a significant addition to the field of rural entrepreneurship research and has the potential to increase the efficacy and sustainability of non-farm businesses in areas like Haryana and elsewhere.

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