

A Study on Inclination towards Entrepreneurship among University Students

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Abstract

Entrepreneurship is one of the most important tools for economic development of any developing country; it generates employment, creates competitiveness amongst the manufacturers and service providers that develops the market structure and then provides better products and services to the consumers. Entrepreneurship is all about Innovation and its sustainability, use of energy, critical thinking, idea generation and its implementation, daring to accept the challenges and risk. Young people have all these qualities that an entrepreneurship required to get success, the average Indian is expected to be 29 years old in 2020. This is a great time to India to boost as an entrepreneurial country; This research paper find out the reasons behind entrepreneurship inclination and disinclination among Indian youths, for this purpose we taken the sample from the students of Devi Ahilya University Teaching Departments in Indore city. Through this research we found the reasons behind entrepreneurship inclination are the students want to be self sufficient and the reason behind disinclination is that students want a permanent monthly income and by entrepreneurship it can be happened.

Keywords: *Entrepreneurship, Disinclination, Inclination, Innovation*

Introduction:

Scott Balsky said about entrepreneurship “It is not about ideas, it is about making idea happen”

When the idea starts implementing the entrepreneurship starts, the sources of idea generation are the minds of young people, the average age of Indian is expected to be 29 years in 2020 This is a great time to India to boost as an entrepreneurial country and Indian government is not unaware about this fact and it is working towards motivating

Indian youths to be an entrepreneur and offers many schemes for entrepreneurship development, many government departments have their own programs that encourage entrepreneurship, entrepreneurship now a day's called as start ups. To boost India as an entrepreneurial country, she needs to identify the reasons behind inclination towards entrepreneurship and disinclination towards entrepreneurship. By finding out these reasons it would be easy to motivate youth to be an entrepreneur and motivate to starts a startup and this reasons may help in identifying the factors to be explored and the factors to be closed in which we are working to promote entrepreneurship. Higher Education students are the key factors of boosting and generating entrepreneurship idea and the Higher education Institutions are the platform to prepare students to implement their ideas as en entrepreneurship and both of this are the tools for government to make India as an Entrepreneurial Country. This research paper finds out the reasons behind entrepreneurship inclination and disinclination among Indian youths; students of commerce and management studying in higher education departments of DAVV, Indore.

Review of Literature:

Ugwn Felicia, Ezeani C. N. (2012), this research paper examined the entrepreneurship Awareness and Skills among Library and Information Science (LIS) students in two Nigerian University. Descriptive survey design was adopted in which one hundred and ten final and masters students of the department of library and information science in the two Universities were purposively sampled using a researcher-structured questionnaire Frequency tables, means and simple percentage were used to analyze data. Their findings showed that up to 70 % of the students were not aware of entrepreneurship opportunities within LIS.

Keat, Selvarajah, Meyer (2011), In this study the researchers investigates the inclination towards entrepreneurship among university students in the Northern Region of the Peninsular Malaysia, its main objective was to examine the relationship between entrepreneurship education and inclination towards entrepreneurship. They applied an empirical test carried out on the data gathered from questionnaire. They found that university must add some business curriculum and they found that whose mother's are self- employees were found to be more entrepreneurship inclined and lectures and friends have weak relationship on students' entrepreneurial inclination.

Batthini Ganpathi, Tripathy K.J. (2005), It was a critical study of the trends in the growth and development of entrepreneurship reason in Indian universities during last four and a half years. The study reveals the number and percentage of PhD programmes in entrepreneurship carried out in various Indian universities in comparison to that of social science. The distribution of research in entrepreneurship, university wise, gender wise and language wise have examined.

Syden Mishi. K. Gorden Shaw (2014), In this research the researchers tried to know the entrepreneurial awareness among high school learners, they prepare a case study of Buffalo City Metropolitan Municipality. This research aimed to discover to what extent students acknowledge entrepreneurship as a career choice, the study was descriptive in nature and they find that teachers are the key players to explore entrepreneurship among students and they recommend that entrepreneurship training can be implied increase awareness.

Goel. Vohra, Zhang, Arora (2007), in this study the researchers compare the attitudes of the youth towards entrepreneurs and entrepreneurship of India and China, they argued that social support is an important enabler in entrepreneurial activities in a country or a region, they found that family background's influence on attitudes and strong support in both India and China, regional development have stronger influence on attitude in India than China.

Objectives:

- To identify demographic profile of entrepreneurship inclined students.
- To find out the reasons behind entrepreneurship inclination among university students.
- To find out the reasons behind entrepreneurship disinclination among university students.

Research Methodology:

Research methodology includes the brief of research design, sample design, data collection method, tools for data collection, data analysis techniques that are engaged in this research. The nature of this research is descriptive; research is based on Primary data.

The Primary is collected through a structured questionnaire. Our population is the UTD of DAVV Indore, Sample size for this research is 115 students of UTD DAVV, Indore who are management and commerce post graduate students respondents are the same 115 students of UTD DAVV. Random Probability Sampling Technique is applied on the population; assuming that each student of UTD DAVV from the size will have equal chance of responding, percentage and frequency methods are applied on the collected data.

Data Analysis:

The collected data through a structured questionnaire is analyzed by percentage and frequency methods following tables are showing the results of each question:

Table 1.1 to 1.5 exhibits the demographic profile of sample.

Table 1.1

Gender

Category	Frequency	Response %
Male	38	33%
Female	77	67%
Total	115	100%

Out of 115 respondents female respondents are higher than male respondents, the percentage of female respondents is 67 and the percentage of male respondents is 33%.

Table 1.2

Family Income of Male Respondents

Category	Frequency			Response%		
	Inclined	Disinclined	Total	Inclined%	Disinclined%	Total%

Less than 1 lac	6	2	8	22%	18%	21%
1 lac to 3 lac	9	6	15	33%	55%	39.5%
4 lac to 6 lac	7	1	8	26%	9%	21%
More than 6 lac	5	2	7	19%	18%	18%
Total	27	11	38	100%	100%	100%

The result show that the majority of male students those who are inclined towards entrepreneurship have family income between 1 lac to 3 lac and the majority of male students those who are not inclined towards entrepreneurship have family income between 1 ac to 3 lac. the majority of the family income of male respondents lies between 1 lac to 3 lac and it is 39.5% which is the highest family income slot.

Table 1.3

Family Income of Female

Category	Frequency			Response%		
	Inclined	Disinclined	Total	Inclined%	Disinclined%	Total%
Less than 1 lac	8	6	14	18%	18.5%	18.5%
1 lac to 3 lac	22	13	35	50%	39.5%	45%
4 lac to 6 lac	7	8	15	16%	24%	19.5%
More than 6 lac	7	6	13	16%	18%	17%
Total	44	33	77	100%	100%	100%

Result show that the majority of female students those who are inclined towards entrepreneurship have family income between 1 lac to 3 lac which is 50% and the majority of female students those who are not inclined towards entrepreneurship have family income between 1 ac to 3 lac which is 39%, the income slot 1 lac to 3 lac has highest percentage that is 45%.

Table 1.4

Localization of Male Students

Category	Frequency			Response%		
	Inclined	Disinclined	Total	Inclined%	Disinclined%	Total%
Yes	16	3	19	59%	27.5%	50%
No	11	8	19	41%	72.5%	50%
Total	27	11	38	100%	100%	100%

We analyzed that majority of male respondents who are inclined towards entrepreneurship are localized and their percentage is 41% or localized male students are more inclined towards entrepreneurship than those who come from outside Indore city. Both localized and outsiders male are equal in number that is 50% each.

Table 1.5

Localization of Female Students

Category	Frequency			Response%		
	Inclined	Disinclined	Total	Inclined%	Disinclined%	Total%
Yes	26	12	38	59%	36%	49%
No	18	21	39	41%	64%	51%
Total	44	33	77	100%	100%	100%

We analyzed that 49% female students are localized that is from Indore City and 51% female students are outsiders; majority of female respondents who are inclined towards entrepreneurship are localized and their percentage is 59% or localized female students are more inclined towards entrepreneurship than those who come from outside Indore city. The female students those who come from outside Indore city is contributing 51% out of them only 41% are inclined towards Entrepreneurship and 64% are disinclined towards entrepreneurship.

Table 2

Awareness about Entrepreneurship

Category	Frequency	Response%
Yes	102	89%
No	13	11%
Total	115	100%

The result shows that 89% students are aware about entrepreneurship and 11% students are not aware about entrepreneurship

Table 3

Family Business Background

Category	Frequency			Response%		
	Inclined	Disinclined	Total	Inclined	Disinclined	Total
Yes	36	17	53	38%	81%	46%
No	58	04	62	62%	19%	54%
Total	93	21	115	100%	100%	100%

We analyzed that 46% students are from family business background and 54% students are not from family business background. We analyze from the above table is that more students are not from family business background and the majority of students those inclined towards entrepreneurship are not from family business background.

Table 4

Working Profile after Study

Category	Frequency	Response%
Entrepreneurship	71	62%
Employee	44	38%
Total	115	100%

Result shows that 62% students want to be an entrepreneur and 38% students want to work as an employee we analyzed that the majority of the inclination towards entrepreneurship is higher than employee that is after completing study more students want to work as an entrepreneur.

Table 5

Seriously Desired Entrepreneurship as a Career in Future

Catagory	Frequency	Response%
Yes	94	82%
No	21	18%
Total	115	100%

Result show that 82% students want to be an entrepreneur in any stage of their career and would like start their own organization and 18% students never want to be an entrepreneur in their entire career. We found that most of the students from the sample

want to be an entrepreneur in any stage of life and those who never want to be an entrepreneur are very less.

Table 6

Inspirational Factor behind Entrepreneurship Inclination

Category	Frequency	Response %
Media	9	13%
Subject	12	17%
Govt. Schemes	4	5.5%
Role Models	8	11.5%
Entrepreneurship Seminars	4	6%
Friends	9	12.5%
Family Members	24	33%
Community	1	1.5%
	71	100%

We identified that inspirational factor behind entrepreneurship inclination is the family members and then the subject entrepreneurship than friends and media, role models, entrepreneurship seminars, Govt. Schemes and community are the less effective factors of inspiration towards entrepreneurship inclination than family members, subject, media and friends.

Table 7

Reason behind Entrepreneurship Inclination

Category	Frequency	Response %
Want to be Self Sufficient	38	53.5%
Already have family business	9	13%
Want to earn more	7	10%
Want to take risk & challenges	4	5.5%
Want to be a boss	3	4%
Have family support	3	4%
Want name and Fame	5	7%
Want to be a milliner soon	2	3%
	71	100%

The result shows that the reason behind students' inclination towards entrepreneurship is that they want to be self sufficient and it contributes approximately 53.5%

We analyzed and rank the reasons on the basis of their percentage given by the students as they want to be self sufficient, already have a family business, want to earn more, want name and fame, think that they are able to take risk and challenges, want to be a boss, family support, and want to be a milliner soon respectively.

Table 8

Reason behind Entrepreneurship Disinclination

Variable	Category	Frequency	Response %

Reason	It is risky	7	16.5%
	Want permanent monthly income	16	36%
	Family pressure to do job	4	9%
	Afraid of being failed	6	14%
	Uncertainties	7	16.5%
	other	4	9%
	Total	44	100%

The analysis shows that the biggest reason behind disinclined towards entrepreneurship is that the students want a permanent monthly income and this can be happened only by doing a job. 36% students want a permanent monthly income and this is the reason which disinclined them towards entrepreneurship and after that the reasons are they thought that entrepreneurship is risky it has uncertainties, chances of being failed of entrepreneurship are high, family pressure to do job and other reason such as not interested respectively.

Table 9

Studied the Subject Entrepreneurship in Course

Category	frequency	Response%
Yes	68	59%
No	47	41%
Total	115	100%

We analyzed that 59% students have studied entrepreneurship as one of the subject in their course of study and 41% students have not study entrepreneurship as one of the subject in their course of study.

Table 10

Is Subject Entrepreneurship inspired to be an Entrepreneur?

Category	frequency	Response%
Yes	53	78%
No	15	22%
Total	68	100%

Result shows that 78% students are inspired by the subject entrepreneurship those who studied entrepreneurship as a subject and 22% students are not inspired by the subject entrepreneurship those who studied entrepreneurship as a subject in their course of study.

Findings and Discussion:

From this research we found that more students are inclined towards entrepreneurship and the biggest reason behind their inclination is that they want to be self sufficient that is they want to work on their own methods and processes to be self dependent more on this we found that the students want to work freely with their own principles and processes, we also found that some students are disinclined towards entrepreneurship because they thought that if they become entrepreneurs there would not be a permanent monthly income. We are concluding this research with following findings:

The female students are more active and representative.

It is not necessary to have family business background to incline towards entrepreneurship and it is not necessary to be from higher family income, the students who are from middle class family are more inclined towards entrepreneurship.

Male students who are from Indore city are more inclined towards entrepreneurship than those who are from different locations and same fact is true for female students. We

found that those who come for study from outside locations are more disinclined because they want permanent monthly income and they think it can be happened only by doing job and they are not able to cope up with uncertainties of entrepreneurship.

The students want to be an entrepreneur in their life ahead and want to be an employee first to gain knowledge and experience. This shows the higher maturity level of the students regarding their career perspective.

Entrepreneurship as a subject is somehow inspired students to be an entrepreneur, but it is not the reason behind inclination towards entrepreneurship.

Indian government is spending much to promote entrepreneurship; we found that government schemes are not as motivator than the other factors of entrepreneurship inclination.

Recommendations:

We found that most of the students want to be entrepreneur but some of them do not want to start their career with entrepreneurship because they think that they are not prepare to be an entrepreneur now, the educational institutes need to prepare students for starting career as entrepreneur. The biggest reasons behind students' inclination towards entrepreneurship is that they want self sufficient and already have family support to run a business; to boost up this factor the university need to introduce a practical approach towards teaching entrepreneurship with expanding family business and shall give special attention on students' overall self development to be an entrepreneur. Indian government is investing lot on entrepreneurship seminars to promote entrepreneurship but the impact of this seminars on entrepreneurship inclination is negligible; Indian Government need to revise it entrepreneurship promoting strategies, for fruitful results of this promoting activity it shall be replaced by entrepreneurship workshops into the educational institutes. The majority of female participation is higher than the male participation and comparatively they are more inclined towards entrepreneurship; to promote a fruitful woman entrepreneurship special attention should be given to the female students regarding prepare them to handle all the critical situations which they may be faced during entrepreneurship; this activity may inspire more female to be an entrepreneur.

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