

## An Empirical Study on Inclination Towards Entrepreneurship among Undergraduates

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### ABSTRACT

Government provides and launched various campaign in order to encourage students regarding starting up their own business. In India more than half of population is between the ages of 15 and 59 which is known as the economically active age group. The undergraduate student should be motivated towards structured idea creation activities as in an entrepreneurial venture or firm. Today the Indian economy has come out as a leading economy in the world as honourable prime minister of India has launched many campaigns called "Make in India" on sept 25<sup>th</sup> 2014, "Skill India" on July 15<sup>th</sup> 2015 and "Start up India" on August 15<sup>th</sup> 2015 all under auspices of the ministry of commerce skill development and entrepreneurship to encourage companies and entrepreneur. Initiate and generate product in India the goal of "Make in India" programme, the "skill vi India" initiative and the "start-up India" campaign is to turn India into entrepreneurship ecosphere. The study attempts to determine and analyse the factors that trigger the inclination towards entrepreneurship among the undergraduates in Bangalore.

**KEYWORDS:** Economically active age, Entrepreneurial ability, Entrepreneurship ecosphere, Inclination, Skill development

### 1.INTRODUCTION

In India more than half of population is between the ages of 15 and 59 which is known as the economically active age group. For the next ten years it is expected that approximately 6 to 8 million young people will enter labour force each year. On the supply side however, not as many jobs are being created this indicates that there is an urgent need to productivity engage youth into profession. Encouraging entrepreneurship in society is one widely accepted process for creating employment that has the possibilities to address the aforementioned problem. However, there are a variety of factor that influence the inclination towards self-employment. In may 2019, India started goal of reaching 5 trillion dollars by 2024. In order to attain this, India need to expand at a rate of 9%. However, the current global frame work would provide a significant barrier to its total expansion. On the other hand, India is experiencing a significant increase in its unemployment rate, which was 7.9%, 8.2% and 8.1% in the month of June August and October respectively. Furthermore, it has been reduced to 7.8% in February 2020. To address the difficulties India requires more entrepreneurs who can generate more job opportunities and assist the government in meeting its objective. Entrepreneurship is an important gear in the economic act of nation all over the world. (Arifatual Husna et al, 2010) as it has the potential to generate sufficient work job opportunities hence minimize unemployment rates. (Kulasagaran, 2010) being an entrepreneur entails more their just beginning a firm, it entails having a strategy and being driven to attain goals and objectives. (Chauhan, k., & Aggarwal (2019) the number of advantages that young entrepreneurs being to a country is endless. Entrepreneurship has been identified as a major engine of economic development get academics practioners and politics have only recently recognised its significant. (Ahiamadu Martins and Allen Mercy 2020) This study adopted a descriptive (primary data) survey research design. The method was assessed for reliability using Cronbach Alpha statistics. Data obtained was analysed using mean and standard deviation. The findings of the study indicated that undergraduate Business education students were exposed to entrepreneurship education that centres on education about opportunity recognition, purchasing, risk-taking and management, product development, marketing, business management and business finance in tertiary education institutions in Rivers State.

(Dr S. Gokula Krishnan, Monica. 2020) The research attempts at analysing the Management student's inclination towards Entrepreneurship in Bengaluru City. Primary data was used for this study through an online questionnaire. Data were analysed using SPSS Software through Factor Analysis, ANOVA, Regression Analysis and Cronbach's Alpha test. This study examined the relationship between Inclination towards Entrepreneurship, Role of Institutions, Entrepreneurship Curriculum and Content, Students' Role Models impact. It was established that entrepreneurship inclination among the management students is strongly foreseen by the role of institutions in improving entrepreneurship and other variables. (Dr Nidhi Deouskar 2018)

According to this study, an entrepreneur is a person who, rather than working as an employee, starts and runs a small business while taking into account all of the benefits and drawbacks of the enterprise. Both primary and secondary data are used. The results indicate that there is no shortage of enthusiasm in youth for entrepreneurship and the challenges that come with it, and the government also has a wide range of schemes for entrepreneurship development. (Syed Zamberi Ahmad, Siri Roland Xavier 2011) The objective of this paper is to investigate Malaysian entrepreneurial activities by establishing some demographic, expert, and individual characteristics conceptions of Malaysia's entrepreneurial position globally. This research utilised both primary and secondary data. The GEM data was gathered. According to the findings, the early stages of entrepreneurship development in Malaysia are highly energetic and combustible. By segmenting the respective country's succeeding population, education institutions play a critical and inevitable role in the development of country development and economy. Institutions should provide a favourable environment and facilities to encourage entrepreneurial inclinations among students in order to produce better citizens.

Today's students will be the country's future entrepreneurs. Entrepreneurship is regarded as an economic source well-being, with the opportunity to "contribute to the country's future wealth. Many college graduates have difficulty finding jobs that match their degree. Many organisations, including the government, have identified entrepreneurship education as a critical component, promising method of improving job placement for young people while also devoting to their social and economic well-being. Entrepreneurship is an age-old concept. People of all ages, from infants to the elderly, are starting new businesses at an alarming rate. One reason for the sudden increase in new entrepreneurs is the current trend of professionals leaving their businesses. Today's youth are eager to launch their own businesses. It is critical to identify and nurture these children as early as possible. The significance of entrepreneurship is based on the belief that entrepreneurs are required to solve the nation's socioeconomic problems. There are two main reasons why entrepreneurship courses are important in higher education. First, there are only a few jobs available in the market. As a result, entrepreneurship is taught in order to encourage students to create jobs in order to combat unemployment. Second, students' mindsets must shift from looking for jobs to creating jobs after graduation. In short, entrepreneurship education combines skill development and a shift in mindset from job seeking to job creation.

#### **SCOPE OF THE STUDY**

The research is being carried out among college students in the Bangalore. This study provides insight into student's attitudes towards pursuing entrepreneurship as a career. This research will aid in the improvement of entrepreneurship programmer in order to encourage entrepreneurship and the development of a country. The study can guide those who are concerned or interested in making decision, in preparation to assist the country youth, particularly those who are leaving higher education in developing following the discovery of a gap, entrepreneur thinking is employed. The research can also assist policy makers in developing policies that are effective and to encourage entrepreneurship and the development of an entrepreneurial oriented society.

#### **OBJECTIVES**

1. To study the inclination towards entrepreneurship among the undergraduates in Bangalore
2. To determine the factors that trigger the inclination for entrepreneurial activity.
3. To analyse the factors that trigger the inclination for entrepreneurial activity.
4. To suggest suitable measure to encourage entrepreneurship among students.

#### **RESEARCH METHODOLOGY**

Data collection – Both primary and secondary data are used in the study. Purposive sampling was used to collect 203 samples from a structured questionnaire. The study's population

Only the salaried class is represented. SPSS and MS Excel are used to analyse the collected data. Descriptive Statistics

The data was analysed using factor analysis.

#### **HYPOTHESIS**

H0 There is no significant impact of gender on intention of becoming a successful entrepreneur

H1 There is significant impact of gender on intension of becoming a successful entrepreneur

H0 There is no significant impact of Course on intention of becoming a successful entrepreneur

H1 There is significant impact of Course on intension of becoming a successful entrepreneur

H0 There is no significant impact of Entrepreneurial family background on intention of becoming a successful entrepreneur

H1 There is significant impact of Entrepreneurial family background on intention of becoming a successful entrepreneur

H0 There is no significant impact of role models on intention of becoming a successful entrepreneur

H1 There is significant impact of role models on intention of becoming a successful entrepreneur

H0 There is no significant impact of Entrepreneurship Development Cellon intention of becoming a successful entrepreneur

H1 There is significant impact of Entrepreneurship Development Cell on intention of becoming a successful entrepreneur

**DATA ANALYSIS**

**TABLE 1: Demographic profile of students**

Particulars	Frequency	Percentage
<b>Gender</b>		
Male	95	47.0
Female	107	53.0
<b>Total</b>	202	100
<b>Course</b>		
B.com	45	22.3
BBA	62	30.7
B.sc	22	10.9
BCA	17	8.4
BE/B.tech	56	27.7
<b>Total</b>	202	100
<b>Residence</b>		
City	169	83.7
Urban	25	12.4
Semi-Urban	2	1.0
Rural	6	3.0
<b>Total</b>	202	100
<b>Family Income</b>		
Below 5 lakhs	128	63.4
5-10 lakhs	46	22.8
Above 10 lakhs	28	13.9
<b>Total</b>	202	100

**INTERPRETATION:**The detail Demographic features of the students respondents are given in above table out of total 202 students surveyed, 107 (53.0 percent) respondents are Female and 95(47.0) are Male. In term of Family Income of the respondents, Majority of the respondents income were Below 5lakhs 128i.e (63.4 percent) followed by 46(22.8 percent) income between 5-10 lakhs students, and only 28 ( 13.9 percent) are Above 10lakhs.

**TABLE : 2**

Particulars	Frequency	Percentage
<b>Do you have Entrepreneurial family background ?</b>		
Yes	62	30.7
No	140	69.3
<b>Total</b>	202	100
<b>Are you aware of " start up India " Campaign</b>		
Yes	73	36.1
No	129	63.9
<b>Total</b>	202	100
<b>Have you studied entrepreneurship subject in school or college ?</b>		
Yes	116	57.4
No	86	42.6
<b>Total</b>	202	100
<b>Are you member of Entrepreneurship Development Cell in your college ?</b>		
Yes	38	18.8
No	164	81.2
<b>Total</b>	202	100
<b>How many training programs on Entrepreneurship Development has undergone in the college ?</b>		
Less than 5	163	80.7
5-10	33	16.3
More than 10	6	3.0
<b>Total</b>	202	100

<b>Does your college/university organize Business- plan competition or start up competition for students ?</b>		
Yes	106	52.5
No	96	47.5
<b>Total</b>	202	100
<b>Do you think that role models in Business world motivate you to start your own business ?</b>		
Yes	136	67.3
No	66	32.7
<b>Total</b>	202	100

**INTERPRETATION:** The above table indicates that most of the students donot have entrepreneurial family background.i.e 140 (69.3 percent) , Majority are not a member of Entrepreneurship Development Cell 164 (81.2) and Students are motivated by role models to start own business 136(67.3).

Please indicate the degree to which you agree or disagree with each of the following statements which best reflects your view on the intention of becoming a successful entrepreneur in the following

**TABLE: 3Factor loadings**

<b>Factor loadings</b>	<b>Factor</b>	<b>Uniqueness</b>
I have tendency to become entrepreneur	0.698	0.513
I prefer to be an entrepreneur rather than to be an employee	0.665	0.558
I am prepared to do anything to be an entrepreneur	0.757	0.427
My professional goal is to become an entrepreneur	0.695	0.517
I have a business plan for opening a new venture	0.780	0.391
Family background plays a significant role in deciding my business career path	0.573	0.672
I know all about the practical details needed to start a business	0.795	0.368
I am capable of accomplishing whatever I set out to do	0.650	0.578
I am able to make right decision under uncertainty and risk	0.626	0.608
I have family members with their own business	0.598	0.642

**Note:** Minimum residual' extraction method was used in combination with a 'varimax' rotation  
 The table above shows the higher factor loadings for knowing all about the practical details needed to start a business, having business plan for opening a new venture and prepared to do anything to be an entrepreneur.

**ANOVA**

H<sub>0</sub> There is no significant impact of gender on intention of becoming a successful entrepreneur

**Table: 4One-Way ANOVA (Fisher's)**

<b>F</b>	<b>df1</b>	<b>df2</b>	<b>p</b>
3.92	1	201	0.049

H<sub>0</sub> There is no significant impact ofCourse on intention of becoming a successful entrepreneur

**Table: 5 One-Way ANOVA (Fisher's)**

	<b>F</b>	<b>df1</b>	<b>df2</b>	<b>p</b>
BE	3.39	4	198	0.010

H<sub>0</sub> There is no significant impactof Entrepreneurial family background on intention of becoming a successful entrepreneur

**Table: 6 One-Way ANOVA (Fisher's)**

	<b>F</b>	<b>df1</b>	<b>df2</b>	<b>p</b>
BE	10.1	1	201	0.002

H<sub>0</sub> There is no significant impactof role models on intention of becoming a successful entrepreneur

**Table: 7 One-Way ANOVA (Fisher's)**

	<b>F</b>	<b>df1</b>	<b>df2</b>	<b>p</b>
BE	0.0226	1	201	0.881

H<sub>0</sub> There is no significant impactof role models on intention of becoming a successful entrepreneur

**Table: 8 One-Way ANOVA (Fisher's)**

	<b>F</b>	<b>df1</b>	<b>df2</b>	<b>p</b>
BE	6.50	1	201	0.012

**Table: 9 showing the Hypothesis result of the study**

S.NO	Grouping variable	Null hypothesis Result
1	Gender	Rejected
2.	Course	Rejected
3	Entrepreneurial family background	Rejected
4	Role models	Accepted
5	Entrepreneurship Development Cell	Rejected

The table indicates that there is significant impact of gender, course, entrepreneurial family background and Entrepreneurship Development Cell on intention of becoming a successful entrepreneur but there is no significant impact of role models on intention of becoming a successful entrepreneur.

#### LIMITATIONS

1. The study conducted restricted to undergraduate students.
2. Students have their own perception about Entrepreneurship.
3. The sample size is small, which will have an impact on the generalisation of the findings.

#### FINDINGS

It was found that majority of the respondents are Interested to pursue Entrepreneurial career in future. In this study most of the respondents are Female. The large number of respondents do not have Entrepreneurial family background. As per the study students are not aware of “ START UP INDIA” campaign. Majority of the students are not a member of entrepreneurial Development cell in the college. According to the study most of the students are interested in starting up own business. There is significant difference of role model on intention of becoming a successful entrepreneur.

#### RECOMMENDATION

The Indian government launched several projects and schemes to empower young people and women, including Start-up India, Stand-up India and Make in India. As a result, it is advised to take advantage of the government of India’s schemes as well as those of various state governments. New start-up businesses must not pay taxes for first seven years, but they must make the most of this opportunity. The current government has introduced various schemes for students empowerment, such as Stand-up India and some subsidy loans, so we recommend that you take advantage of these schemes announced by central and state governments.

#### CONCLUSION

Specifically, students who have decided to pursue a career as an Entrepreneur require the necessary guidance and knowledge to enhance the performance of their potential future business. Furthermore, having appropriate access to the Entrepreneurial network after completing the degree will be beneficial both individually and collectively to the country as well. By focusing on the development of numerous opportunities to improve Entrepreneurial and practical knowledge of Entrepreneurship is also required. Finally, these remedies will fill the void between high Entrepreneurial intention and the formation of new ventures among undergraduates. The state and central governments are developing and implementing different projects and systems to encourage educated youths, jobless workers, and women Empowerment such as Make in India, Stand up India, and Start-up Villages to motivate educated youths and women. There is no significant impact of gender, course, Entrepreneurial back ground and Entrepreneurial development cell on intention of becoming a successful entrepreneur. But there is a significant impact of role model on intention of becoming a successful entrepreneur.

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