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A STUDY ON ENTREPRENEURIAL ATTITUDE AMONG THE GRADUATES IN LAKHIMPUR DISTRICT OF ASSAM

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ABSTRACT

An Entrepreneur is one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth. He has ability to identify significant opportunities and assemble the necessary resources to capitalize on them. Although many people come up with great business ideas, most of them never work on their ideas. Entrepreneurs do and that is why they are entrepreneurs. Entrepreneurs possess some key qualities such as innovation, risk-taking, hard work, self-confidence, goal setting and above all burning desire to excel. Entrepreneurial behavior is the result of entrepreneurial motivation. In this competitive era, entrepreneurship development has become very much necessary. Promotion of Entrepreneurship is essential to achieve the goal of economic growth. The present study makes an attempt to assess the entrepreneurial intentions among the Graduates. The study also aims to determine the influence of family, relatives and peers towards entrepreneurial activity and also the influence of gender towards entrepreneurship. The basic objective of this study is to identify student's attitude towards entrepreneurship as a career. Convenience sampling method has been used to collect data from the respondents. Primary data has been collected through a structured questionnaire and secondary data has been collected from books, journals and web links. The study concludes that the factor of self employment and independent living have high impact and family professions hardly have any influence on the students to adopt entrepreneurship as a career and there does not exist any difference between male and female entrepreneurship.

KEYWORDS

career, entrepreneurial attitude, graduates, Lakhimpur.

INTRODUCTION

Entrepreneurship is the capacity of an individual to innovate, bear risk, manage, foresee the prospects of the project and have the confidence to meet the adverse conditions. It is the process of enhancing entrepreneurial skills and knowledge through structured training. An Entrepreneur has ability to identify significant opportunities and assemble the necessary resources to capitalize on them. Although many people come up with great business ideas, most of them never work on their ideas. Entrepreneurs do and that is why they are entrepreneurs.

Still 17th century, no significance was assigned to the role of an entrepreneur in economic development. Richard Contillon, a noted economist and author in 1700s, viewed the role of an entrepreneur by viewing him as a risk taker. He observed that merchants, farmers, craftsman, and other sole proprietors buy at a certain price and sell at an uncertain price, therefore operating at a risk. Finally in 18th century the person with capital was differentiated from the one who needed capital. In other words the entrepreneur was distinguished from the one who needed capital. The crucial role played by the entrepreneurs in the development of western countries made the people of underdeveloped countries understand the significance of an entrepreneur in the economic development. It was then that people began to realize that promotion of entrepreneurship, qualitatively and quantitatively, was essential to achieve the goal of economic growth.

Entrepreneurship Development has become a matter of great concern as it leads to industrialization and reduces unemployment. Entrepreneurship development is important as it makes possible for the individuals to create wealth, independence and status for themselves. It creates job through the formation of new ventures and utilizes the available manpower and resources that remain idle. The attitude towards entrepreneur and entrepreneurial activity influence the individual's decision to adopt entrepreneurship as a career. Entrepreneurial behavior is the result of entrepreneurial motivation.

REVIEW OF LITERATURE

1. Jose M Veciana, Marines Aponte and David Urbano (2005) in their study University Students' Attitudes towards Entrepreneurship: A two country Comparison, aims to probe University student's attitudes and beliefs towards new venture creation in Catalonia and Puerto Rico. The study attempts to identify the university students' perceptions of new venture desirability and feasibility as it is the first step in awakening and stimulating students' interest in an entrepreneurial career. The research is based on the survey conducted among the students of Catalonia and Puerto Rico. The research revealed that the university students in both the countries have a positive perception of new venture desirability but perception of new venture desirability but perception of feasibility is not so positive.
2. Adnan Iqbal, Yahya Melhem and Husam Kokash (2012) attempts to investigate the entrepreneurship perception and entrepreneurship perception and entrepreneurship intention of Saudi University Students. The study attempts to explore the cognitive factors like norms, attitude and perceived behavior through the application of the Theory of Planned Behavior by Ajzen (1991) as cited in the paper. The study findings indicate the satisfying level of the students' intention on entrepreneurship and their willingness to put efforts in entrepreneurship activities. Personal attitude and perceived behavioral control showed positive impact on entrepreneurial intentions while social norms are not significantly related to entrepreneurial intentions.
3. Stavroula Laspita, Simone Chosta, Heinz Klandt, Christian Scheiner, Alexander Brem and Kai-Ingo Voigt (2007) aims at identifying the gender related differences, family background, study related factors and inhibiting and fostering factors that influence the choice of starting a new firm. The study revealed that the entrepreneurial intention of males is higher than those of females. Family background showed a little influence on founding intentions of males and females. Males are more interested in founding their own business than women.

CONCEPTUAL FRAMEWORK

To study the attitude of the students towards entrepreneurship three parameters have been selected based on the reviews such as the personal attitude, family background and gender of the respondents. The personal attitude of the respondents is the degree to which a person has a favorable or unfavorable evaluation of the behavior in question. The more favorable the attitude towards the behavior, the stronger will be an individual's intention to perform the behavior. Family background refers to the profession of the respondent's parents. Family background of the respondents is considered to determine its influence in performance and non performance the entrepreneurial behavior. Gender of the respondents is considered as one of the parameters to determine the influence over entrepreneurship.

OBJECTIVES OF THE STUDY

The study has been conducted with the following objectives:

1. To identify the students attitude towards entrepreneurship.
2. To determine the influence of gender and family background on the respondents.

RESEARCH QUESTIONS

- ✓ Does family background influence students to adopt entrepreneurship as a career?
- ✓ Is there any difference between male and female entrepreneurship?

METHODOLOGY

Population of the study: The students pursuing graduation course in different departments of colleges of Lakhimpur district is the population for the study.

Sample Size: 20 departments have been selected from which 80 respondents have been taken for the study.

Sampling Method: Convenience sampling method is used to collect data from the respondents. All the respondents were approached directly and personally.

Data Collection: For the purpose of the study data has been collected by both primary and secondary method. Primary data has been collected through a structured questionnaire with some statements of assertion regarding the respondent's attitude, influence of gender, implication of family background. Secondary data has been collected from books, journals and web links.

Questionnaire for the study: The Questionnaire has been designed keeping in mind the objectives of the study. The questionnaire is prepared in Five Point Likert Scale.

Techniques of analysis: In the study, analysis was carried out through tabulation and cross tabulation and interpretation and conclusions are drawn out of it. For this study, the index has been adapted to measure the impact of statements on the attitude, gender and family background of the respondents.

Impact index is calculated as total score of the ith item divided by Maximum Score of the ith item multiplied by 100. Rating scale for analyzing the Impact Index is taken as follows-

0%-25%= No impact, 25%- 50%= some impact, 50%-75%= Moderate impact, 75%-100%= High impact.

ANALYSIS AND INTERPRETATION**DEMOGRAPHIC ANALYSIS****TABLE 1: GENDER CLASSIFICATION OF THE RESPONDENTS**

Gender of the Respondents	No. Of Respondents
Male	35
Female	45
Total	80

TABLE 2: FAMILY BACKGROUND OF THE RESPONDENTS

Parents	Occupation						
	Cultivator	Service Holder	Businessman	Teacher	Retired person	Home-maker	Others
Father	11	28	14	12	10	-	5
Mother	2	11	2	6	1	48	-

As illustrated in Table 1, 43.75% of the respondents were male while females accounted for 56.25 percent.

Table 2 shows the profession of the respondent's parents. Maximum of the male parent were engaged in service sector i.e. 35%, while 17.5% in business, 15% in teaching, 13.75% in cultivation and 12.5% have retired from their service. In case of female parent, 60% of them were home-makers, 13.75% were engaged in service sector, 7.5% in teaching, 2.5 % in cultivation as well as business.

All the respondents belong to the age group of 20-25 years.

IMPACT ANALYSIS

To assess the impact of the statements on the respondents, Impact index has been taken for analysis. The formula is as enumerated below:

Impact Index = Total Score ÷ Maximum Score × 100

Rating scale for analyzing the Impact Index is taken as follows-

0%-25%= No impact, 25%- 50%= some impact, 50%-75%= Moderate impact, 75%-100%= High impact.

TABLE 3: IMPACT INDEX OF ATTITUDE OF THE RESPONDENTS TOWARDS ENTREPRENEURSHIP

Statements	Total Score	Maximum Score	Impact Index (%)	Remark
I have serious intention to start a new firm.	273	400	68.25	Moderate impact
A career as an entrepreneur is attractive for me	266	400	66.50	Moderate impact
I consider it as desirable activity to start new firm	273	400	68.25	Moderate impact
Being an entrepreneur is better than working for others	269	400	67.25	Moderate impact
I believe I have efficient management skills to be an entrepreneur	270	400	67.50	Moderate impact
Being an entrepreneur provides self-employment and independent living.	328	400	82.00	High impact
Being an entrepreneur would entail great satisfaction for me.	275	400	68.75	Moderate impact
Reward from entrepreneurship is more.	288	400	72.00	Moderate impact
I prefer to be an entrepreneur because I don't have any other option.	181	400	45.25	Some impact
Overall Impact	2423	3600	67.31	Moderate impact

From the above table it is observed Personal Attitude of the respondents have a moderate impact on them. Their preference to be an entrepreneur as it provides self employment has a high impact. Overall it has a moderate impact on the respondents.

TABLE 4: IMPACT INDEX OF IMPLICATION OF FAMILY BACKGROUND

	Total score	Maximum score	Impact score	Remark
I prefer to be an entrepreneur as it is our family tradition	163	400	40.75	Some Impact
Family has a great influence in creating entrepreneurial mind set	241	400	60.25	Moderate impact
My relatives and peers encourage me to be an entrepreneur.	219	400	54.75	Moderate impact
Overall Impact	623	1200	51.92	Moderate impact

From the above table it is observed that the family background of the respondents has a little influence over them. The respondent's family tradition as some impact on their preference to be an entrepreneur. Overall it has a moderate impact on them.

TABLE 5: IMPACT INDEX OF INFLUENCE OF GENDER

	Total score	Maximum Score	Impact Index	Remark
There is a difference between male and female entrepreneurship activity.	269	400	67.25	Moderate impact
Women have higher entrepreneurial intention than men.	266	400	66.50	Moderate impact
Women have more inclination for entrepreneurship than men.	218	400	54.50	Moderate impact
Women start the business from the scratch	250	400	62.50	Moderate impact
Females can succeed more as an entrepreneur than males.	239	400	59.75	Moderate impact
Females tend to possess less business experience.	223	400	55.75	Moderate impact
Overall impact	1465	2400	61.04	Moderate impact

From the above table it is observed that has a moderate influence towards entrepreneurship. There is hardly any difference between the male and female entrepreneurial activity.

INTERPRETATIONS AND FINDINGS

- ❖ It is observed from the study that the respondents have a moderate impact on their attitude to be an entrepreneur. The factor that entrepreneurship provides self employment and independent living has high impact on the respondents. Their preference for entrepreneurship due to unavailability of other jobs has a little impact on the respondents. The other factors like their intention to start new firm, reward from entrepreneurship, possessing of management skills, attractive career, etc have moderate impact on the respondents.
- ❖ It is observed that the family background has not influenced the respondents towards entrepreneurship to a great extent. The family, relatives and peers have moderate impact on the respondents in creating entrepreneurial mindset. Overall it can be interpreted that the implications of family background have a moderate impact on the respondents.
- ❖ It is observed that gender has moderate impact on the respondents. There is no difference between male and female entrepreneurs because now-a-days the females are also moving forward to lead an independent life.
- ❖ From the cross tabulation between the family background and its influence it is observed that the respondents belonging to the business background are only willing to start-up their own venture due to their family tradition. Respondents belonging from other background are willing to opt for entrepreneurship but not due to their family tradition. Maximum of the respondents are of the view that family cannot influence in creating entrepreneurial intention.

CONCLUSION

The study aimed at identifying the impact of attitude, gender and family background on the respondents towards entrepreneurship. The study concludes that the Students have moderate desire to engage in entrepreneurial activity. The study also concludes that the family professions hardly have any influence on the students to adopt entrepreneurship as a career and there does not exist any difference between male and female entrepreneurship. Now-a-days females are also moving ahead to lead an independent life.

But still there is a need to develop positive attitude towards entrepreneurship and skills necessary for an entrepreneur to have self-employment and to lead an independent life. A career as an entrepreneur would lead to better living.

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