



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

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IMPACT OF DEMOGRAPHIC VARIABLES ON PERFORMANCE OF ENTREPRENEURS IN KERALA

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ABSTRACT

The Indian employment market is uncertain. The number of unemployed youth is ever increasing. In this context, both the Central and State governments are working on to develop entrepreneurship as a recourse to employment problems. Innovative marketing is a requirement for any business. This paper throws light towards the concepts and practice of awareness creation on entrepreneurial ventures and to analyse the influence of demographical variables on the performance of entrepreneurs in Kerala. In order to do so, there needs to be specific skill and knowledge set needed from the individual irrespective of the sex or creed who is looking for entrepreneurship. In western countries, they have tried the concept of Entrepreneurships who by virtue of his skill and knowledge set will be able to run an organization on his own by working inside the confines of a parent organization. This has taken empirical study in arriving at the conclusions. The main intention behind this paper is to enhance the entrepreneurship concepts to Indian society.

KEYWORDS

Entrepreneurship, Innovative marketing, skill and knowledge.

INTRODUCTION

Entrepreneur is a person who innovates, allocates and manages the factors of production. An Entrepreneur is the one who plays a significant role in the economic development of the country. This person can be regarded as the one who has initiative skill and motivation to set up a business or an enterprise of his own and who always envisions high achievements and success. He is a catalyst of social change and he works for common good.

According to Mary Kay Ash (2002), "When you reach an obstacle, turn it into an opportunity. You have the choice. You can overcome and be a winner, or you can allow it to overcome you and be a loser. The choice is yours and yours alone. Refuse to throw in the towel. Go that extra mile that failures refuse to travel. It is far better to be exhausted from success than to be rested from failure." This particular person has the ability to perceive latest economic opportunities and to device their exploitation. This particular person is the supplier of resources, supervisor, and coordinator and ultimate decision maker. According to Abhimanyu (2001), "An entrepreneur tends to bite off a little more than he can chew hoping he'll quickly learn how to chew it". An entrepreneur is a person who is able to express and execute the urge, skill; motivation and innovative ability to establish a business or industry of his own either alone or in collaboration with his friends.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Entrepreneurs are not just born, they can be developed and trained to undertake and trained to undertake ventures and be creative. Every body doesn't have the potential to become an entrepreneur. Entrepreneurship development programme means "a carefully designed programme, intended to help an entrepreneurial aspirant to acquire entrepreneurial qualities such as motivation for accomplishments, and skills and competencies necessary for playing his entrepreneurial roll efficiently." Entrepreneurial development is essentially an educational process and endeavor in human resource development. Development of entrepreneurship incorporates four basic issues as...

- Availability of material resources
- The selection of real entrepreneurs
- The formation of industrial units
- Policy formulation for the development of the region.

OBJECTIVE OF THE STUDY

The main objective behind this study is to analyze the impact of entrepreneurship ventures on society. Especially the impact of demographic variables on the performance of entrepreneurs in Kerala.

SAMPLING AND METHODOLOGY

Kerala, "God's own country", is blessed with lot of resources. Unfortunately people are not utilizing the potential to its maximum. 15 entrepreneurs were selected from each district on the basis of probability sampling methodology.

ANALYSIS AND INTERPRETATION

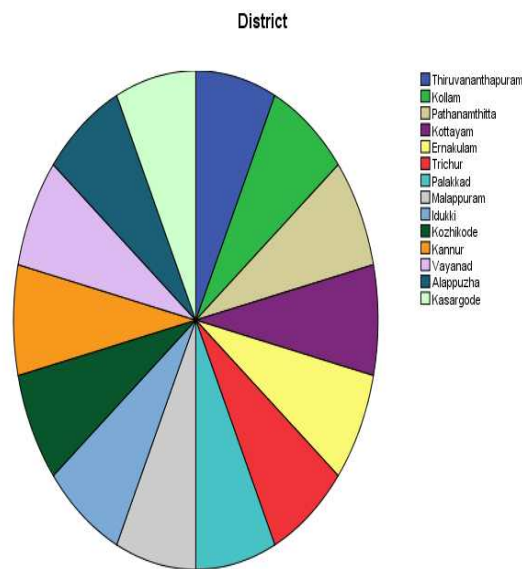
Based on the survey a sample size of N=210 was collected and the demographic variables were taken into consideration for descriptive. The demographic variables used for descriptive are as under:

- District
- Gender
- Age
- Qualification
- Type of Family

DESCRIPTIVE OF ENTREPRENEURS IN EACH DISTRICT

District	Frequency	Percent	Valid Percent	Cumulative Percent
Thiruvananthapuram	15	7.1	7.1	7.1
Kollam	15	7.1	7.1	14.3
Pathanamthitta	15	7.1	7.1	21.4
Kottayam	15	7.1	7.1	28.6
Ernakulam	15	7.1	7.1	35.7
Trichur	15	7.1	7.1	42.9
Palakkad	15	7.1	7.1	50.0
Malappuram	15	7.1	7.1	57.1
Idukki	15	7.1	7.1	64.3
Kozhikode	15	7.1	7.1	71.4
Kannur	15	7.1	7.1	78.6
Vayanad	15	7.1	7.1	85.7
Alappuzha	15	7.1	7.1	92.9
Kasargode	15	7.1	7.1	100.0
Total	210	100.0	100.0	

The above table indicates the district wise distribution of entrepreneurs in the state of Kerala. It can be seen that each district has a sample size of 15 which is based on the probability sampling.



DISTRICT-WISE DISTRIBUTIONS OF ENTREPRENEURS

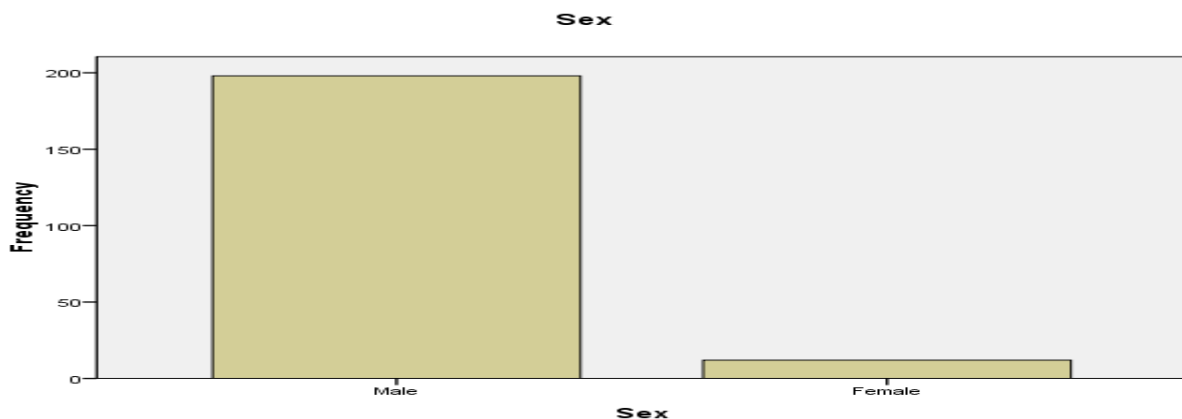
From the above figure, it can be seen that the distribution of entrepreneurs is equal across districts (N= 15 per district).

GENDER WISE DISTRIBUTION OF ENTREPRENEURS

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	198	94.3	94.3	94.3
	Female	12	5.7	5.7	100.0
	Total	210	100.0	100.0	

From the above table it is clear that among the 210 samples, 94.3% of the population is male entrepreneurs and the remaining are female entrepreneurs. This shows that the majority of the entrepreneurs surveyed are male.

GENDER WISE DISTRIBUTIONS OF ENTREPRENEURS

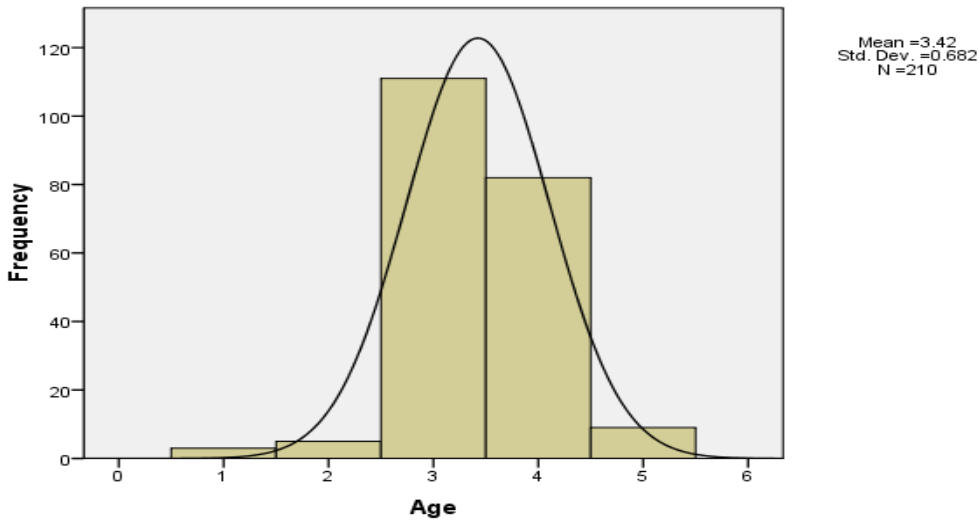


AGE WISE DISTRIBUTION OF ENTREPRENEURS

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 25 years	3	1.4	1.4	1.4
26 years to 35 years	5	2.4	2.4	3.8
36 years to 45 years	111	52.9	52.9	56.7
46 years to 55 years	82	39.0	39.0	95.7
Above 55 years	9	4.3	4.3	100.0
Total	210	100.0	100.0	

The age wise distribution of entrepreneurs is given in the above table and it can be seen that the majority of the entrepreneurs belong to 36 to 45 ages

Histogram



AGE WISE DISTRIBUTION OF ENTREPRENEURS

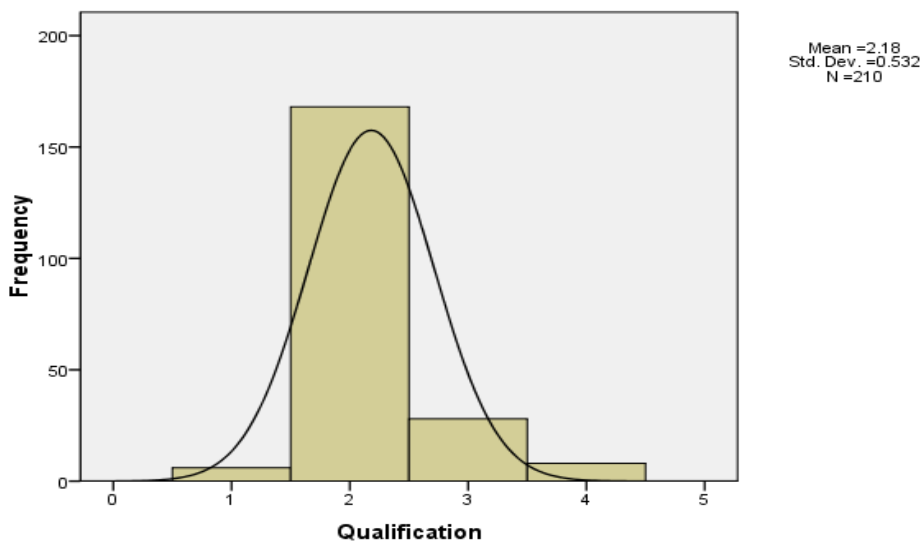
The above histogram provides a pictorial distribution of the entrepreneurs' age with normal curve fitted to it.

EDUCATIONAL QUALIFICATION OF ENTREPRENEURS

Education	Frequency	Percent	Valid Percent	Cumulative Percent
School Level	6	2.9	2.9	2.9
College Level	168	80.0	80.0	82.9
Professional Level	28	13.3	13.3	96.2
Others	8	3.8	3.8	100.0
Total	210	100.0	100.0	

The above table shows that the majority of the entrepreneurs are graduates which justify the high educational level in Kerala state. Also around 13% of the entrepreneurs surveyed are professionals.

Histogram



EDUCATIONAL QUALIFICATIONS OF ENTREPRENEURS

The above histogram depicts the age wise distribution of the entrepreneurs with a normal curve fitted to it.

FAMILY ORIENTATION OF ENTREPRENEURS

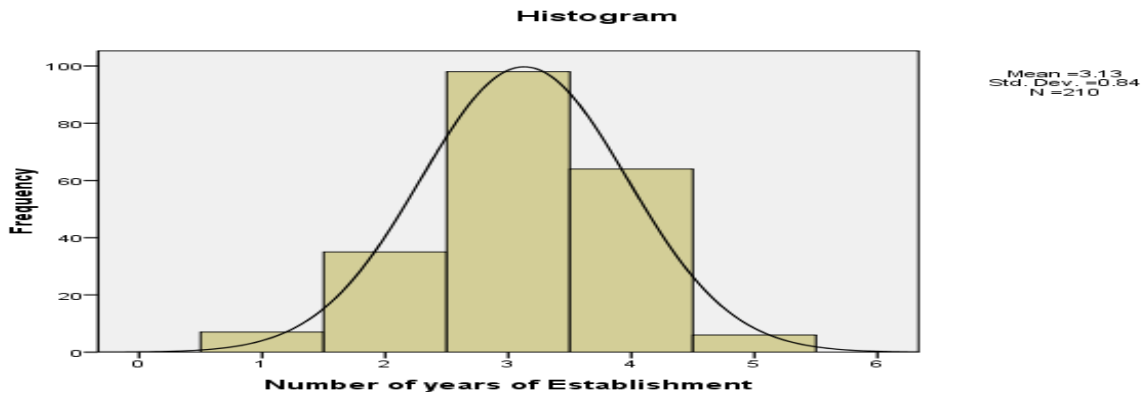
Family type	Frequency	Percent	Valid Percent	Cumulative Percent
Joint	112	53.3	53.3	53.3
Nuclear	98	46.7	46.7	100.0
Total	210	100.0	100.0	

The above table indicates that out of the entrepreneurs surveyed, approximately half are from a joint family orientation and the other half are nuclear family oriented.

PERIOD OF EXISTENCE OF THE ENTERPRISE

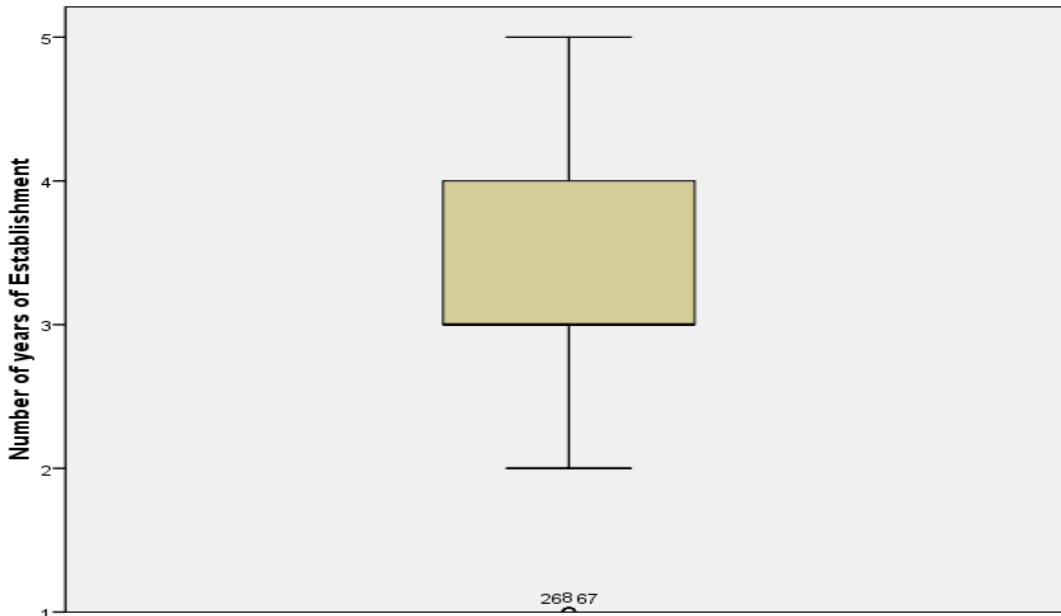
Years	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 5 years	7	3.3	3.3	3.3
5 years to 10 years	35	16.7	16.7	20.0
10 years to 15 years	98	46.7	46.7	66.7
15 years to 20 years	64	30.5	30.5	97.1
Above 20 years	6	2.9	2.9	100.0
Total	210	100.0	100.0	

This above table shows the period of existence of the enterprise. From the above, it can be seen that 95% of the firms were in the business for a 5 to 20 year period. Around half of the business existence range is 10 to 15 years.



PERIOD OF EXISTENCE OF THE ENTERPRISE

The above histogram shows the distribution of the existence of the enterprise with a normal curve fitted to it.



PERIOD OF EXISTENCE OF THE ENTERPRISE

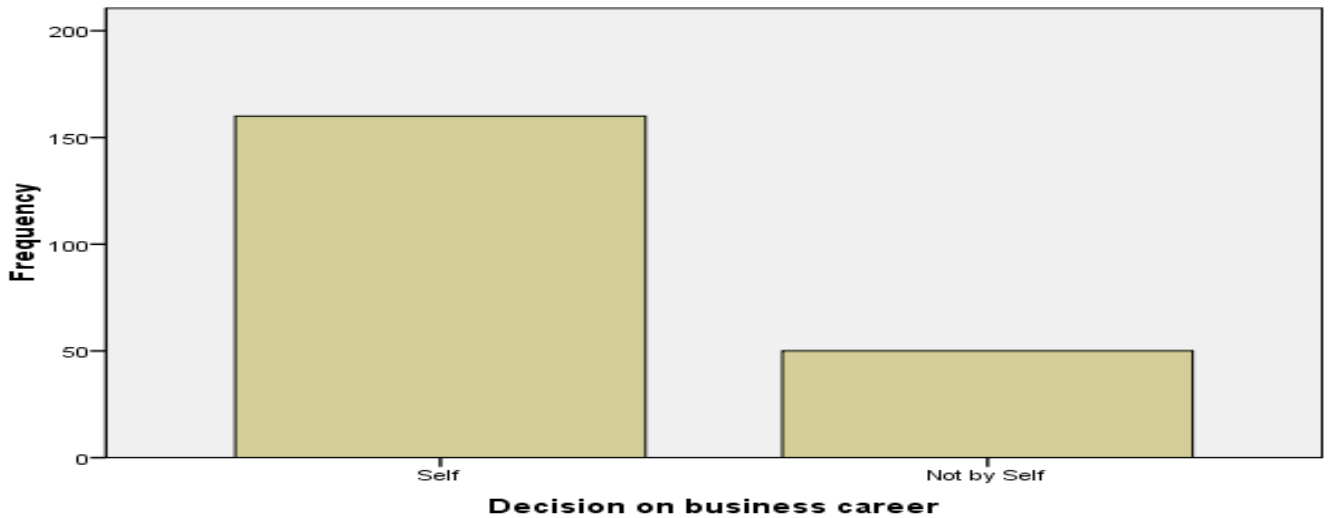
The box plot indicates that the majority of the data points lie between 3 and 4 (25th percentile to 75th percentile) with a few outliers.

CAREER DECISION OF ENTREPRENEURS

Career Decision	Frequency	Percent	Valid Percent	Cumulative Percent
Self	160	76.2	76.2	76.2
Not by Self	50	23.8	23.8	100.0
Total	210	100.0	100.0	

This above table shows the career decision of entrepreneurs. Three fourth of the surveyed entrepreneurial decisions were self made than by others.

Decision on business career



DECISION ON BUSINESS CAREER

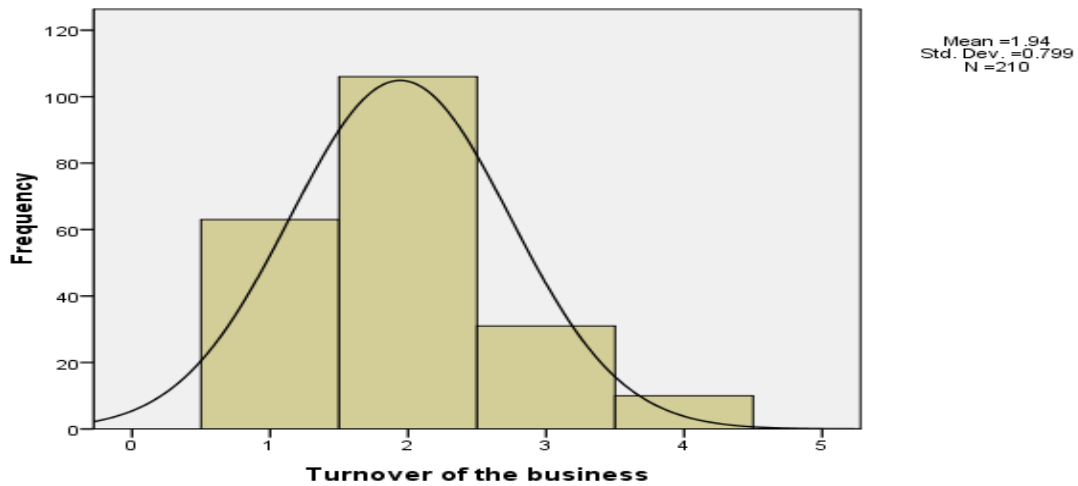
The figure shows the pictorial representation of the career decisions by the entrepreneurs. The self decision has the highest data points as compared to not by self decisions.

DETAILS OF TURNOVER OF THE BUSINESS

Turnover	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 crore	63	30.0	30.0	30.0
1 to 5 crores	106	50.5	50.5	80.5
5 to 10 crores	31	14.8	14.8	95.2
above 10 crores	10	4.8	4.8	100.0
Total	210	100.0	100.0	

The table above gives the details regarding the details of turnover of the business. About half of the business has a turnover of 1 to 5 crores.

Histogram



DETAILS OF TURNOVER OF THE BUSINESS

DESCRIPTIVE OF AGE AGAINST THE NUMBER OF YEARS OF ESTABLISHMENT

		Number of years of Establishment	Statistic	Std. Error	
Age	Less than 5 years	Mean	3.86	.340	
		95% Confidence Interval for Mean	Lower Bound	3.03	
			Upper Bound	4.69	
		5% Trimmed Mean	3.84		
		Median	4.00		
		Variance	.810		
		Std. Deviation	.900		
		Minimum	3		
		Maximum	5		
		Range	2		
		Interquartile Range	2		
		Skewness	.353	.794	
		Kurtosis	-1.817	1.587	
		5 years to 10 years	Mean	3.37	.124
	95% Confidence Interval for Mean		Lower Bound	3.12	
			Upper Bound	3.62	
	5% Trimmed Mean		3.41		
	Median		3.00		
	Variance		.534		
	Std. Deviation		.731		
	Minimum		1		
	Maximum		5		
	Range		4		
	Interquartile Range		1		
	Skewness		-.722	.398	
	Kurtosis		2.211	.778	
	10 years to 15 years		Mean	3.47	.065
		95% Confidence Interval for Mean	Lower Bound	3.34	
			Upper Bound	3.60	
		5% Trimmed Mean	3.44		
		Median	3.00		
		Variance	.417		
		Std. Deviation	.645		
		Minimum	2		
		Maximum	5		
		Range	3		
		Interquartile Range	1		
		Skewness	.351	.244	
		Kurtosis	-.125	.483	
		15 years to 20 years	Mean	3.30	.085
95% Confidence Interval for Mean	Lower Bound		3.13		
	Upper Bound		3.47		
5% Trimmed Mean	3.34				
Median	3.00				
Variance	.466				
Std. Deviation	.683				
Minimum	1				
Maximum	5				
Range	4				
Interquartile Range	1				
Skewness	-.763		.299		
Kurtosis	2.687		.590		
Above 20 years	Mean		3.83	.167	
	95% Confidence Interval for Mean	Lower Bound	3.40		
		Upper Bound	4.26		
	5% Trimmed Mean	3.87			
	Median	4.00			
	Variance	.167			
	Std. Deviation	.408			
	Minimum	3			
	Maximum	4			
	Range	1			
	Interquartile Range	0			
	Skewness	-2.449	.845		
	Kurtosis	6.000	1.741		

The descriptives provides mean, standard deviation, range, skewness and kurtosis for each category of the score.

FINDINGS

It can be seen that each district has a sample size of 15 which is based on the probability sampling. 94.3% of the population is male entrepreneurs and the remaining are female entrepreneurs. It can be seen that the majority of the entrepreneurs belong to 36 to 45 ages. The majority of the entrepreneurs are graduates which justify the high educational level in Kerala state. That out of the entrepreneurs surveyed, approximately half are from a joint family orientation and the other half are nuclear family oriented. 95% of the firms were in the business for a 5 to 20 year period. Around half of the business existence range is 10 to 15 years. Three fourth of the surveyed entrepreneurial decisions were self made than by others. Half of the business has a turnover of 1 to 5 crores. These really show the impact of demographical variables on the performance of entrepreneurs in Kerala.

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