

**A STUDY ON THE ENTREPRENEURSHIP COERCE
AMONG STUDENTS IN NORTHERN INDIA**

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ABSTRACT

Entrepreneurship is the ability to start a new business in order to capitalize the new found opportunities. It largely depends upon the personal qualities like accepting challenges, bearing risk, creativity, organizing and co-coordinating the process of entrepreneurs. And the word coerce here means the factors which persuade an individual to proactively pursue opportunities and creatively respond to challenges, task, needs, and obstacles in innovative ways. Therefore, Entrepreneurial coerce is mainly associated with five main factors such as personal elements/traits factor (need for achievement, internal control, taking risk), personal environmental factor (family status, gender and having business-owning family), personal objective factor (being the owner of business, financial guarantee and vision), business environment factor (competition, societal attitudes towards new businesses and the accessibility of loan) and business idea factor (Naffziger, Hornby & Kuratko, 1994). The attitude of an entrepreneur is restrained by these factors. Looking at the present insight, the main purpose of the study is designed to identify the basic elements lashing entrepreneurship among (male and female) students. This paper is divided into three parts. Part one represents introduction, review of literature, research methodology and objectives of the study. Part two reviews various factors for entrepreneurship coerce with a view to identifying the entrepreneurial attitude among male and female students. The analysis in this paper is qualitative as well as quantitative. This study is based on information obtained from primary as well as secondary sources. This study has also focused the aspect of that whether the current available arrangements are providing sufficient motivation for boosting entrepreneurship among the students or not. Finally third part includes conclusion of the study which suggests that the want for professionalism and system-wide perception should be accorded high priority by India's entrepreneurship Development organizations.

Key words: Coerce, Entrepreneurship, Motivation, Students

INTRODUCTION

Entrepreneurship lies more in the ability to minimize the use of the factors of production and to explore them to maximum advantage. It is allied with uncertainty coz it involves creating something new for which there is no existing market. Therefore, it is a process which involves being resourceful and finding ways to attain the resources required to achieve the position objectives. Capital is the most important resource among all. Entrepreneurship is, thus, a cycle of actions of entrepreneur undertakes to start a new business. So, an entrepreneur should have to carry out the number of activities to lope the business. Entrepreneurs need to imagine differently improving their chances of obtaining what they need to succeed. A successful entrepreneur should possess the qualities of innovativeness, self- confidence, effective controlling power, and risk taking behavior. These qualities can be inherent in an individual's nature. Therefore, it is important to study the behavior of an individual in order to find out the number of factors affecting his desire to be an entrepreneur.

Entrepreneurial skills are an individual's perception of the desirability and feasibility to proactively pursue opportunities and creatively respond to challenges, tasks, needs, and obstacles in innovative ways. Individuals with high levels of entrepreneurial drive are generally high achievers, possess high self efficacy, and have a preference for innovative solutions. The entrepreneurial drive is the combination of qualities, skills and attitudes (Florin et al., 2009).

A major facet in entrepreneurship is that entrepreneurs clinch opportunities irrespective of the resources they have access to. Entrepreneurial actions differ based on the type of business they are occupied in. One important fact is that entrepreneurial ventures create a number of new job opportunities for society. So, they need to be more skilled with differed qualities. A large number of entrepreneurial projects look for venture capital or angel funding for their startup firms in order to finance their capital requirements. Government agencies and some NGOs also finance entrepreneurial ventures.

LITRATURE REVIEW

The existing studies mainly focused on the student's perceptions, attitudes and behavior towards entrepreneurial concept. Some of the pertinent studies on the topic are tinted as under:

Schwer et al (1984) conducted a study to investigate the risk-taking propensities of a sample of 71 small business entrepreneurs and managers in Vermont. A questionnaire was used to obtain information regarding personal characteristics and motivation as they relate to risk taking. The results showed that risk-taking propensities as measured by responses to the Kogan-Wallach questionnaire varied more for business risk situations than for personal risk, career risk, or trivial risk situations. Significant differences were found in risk-taking propensities according to differences in respondents' age, education, years of business experience, years in business, and the size and type of business. Risk-taking propensities varied significantly according to respondents' motivation as to how they feel about themselves, the probability of improving themselves, and the probability of accomplishing something useful.

Kazmi (1999) comprehend more about the entrepreneurial qualities and manifestations of different types of individuals form the bulk of research in the area of entrepreneurship. It presents a demographic and psychographic and the type of business strategies formulated and implemented by the young second-generation entrepreneurs in India. It goes a step further by comparing these with their first generation counterparts to draw more generalisable conclusions. The findings reinforce the point that entrepreneurs in general possess certain special characteristics that sustain their need for high achievement.

Mazzarol et al (1999) conducted a research analysis on the sampling of 93 respondents among entrepreneurs in Western Australia, found out that environmental factors (such as social factor, economics, politics and infrastructure development) and personality factors (such as individual character and the background of the respondents) influenced the drive to establish self-owned businesses Entrepreneurial character and nature owned by some individuals together with demographic factors have also been proven to have close relationships towards the attitude to become an entrepreneur by establishing new business.

Panda (2002) conducted an empirical research on industrial units which are often categorized under the small-scale sector. The study makes an attempt to explain the relationship that exists among various socio-economic variables with different success levels among the enterprises. The findings reveal that there are associations between the success levels of an enterprise with factors like technical education of the entrepreneur, occupational background of parents, previous background of the entrepreneur and capability to arrange working capital. The study also brings out the entrepreneur's perception of risk namely, the functional risk and business risk. It makes an attempt to learn about the hindrances

encountered by the entrepreneur. This research conducted in four Indian states thereby establishes the necessary interventions one could do to strengthen the small-scale sector which according to the author has both an economic as well as a social advantage over other sectors.

Quince et al (2003) conducted a study which offers a preliminary examination of various relationships between opinions of market justice, religious orientation, and attitudes toward self-employment. Using a limited sample of undergraduate business students, the results of this Weberian grounded study suggest that perceptions of market justice, religious orientation and attitudes towards self-employment are, indeed, related. Religiosity and attitudes toward market justice appear to be related to both the perception of self-employment and actual self-employment. Internal religious orientation, which is often associated with individual self-determination and esteem, appears to encourage both anticipated and actual entrepreneurial activity, while the more conforming nature of external religious orientation appears to discourage entrepreneurial activity.

Prakash et al (2007) explores that the economy in the subcontinent has witnessed greater market economy like never before. Having realized the importance of small and medium sized initiatives in developing the economy, regional planners have initiated several interventions. Entrepreneurial drive amongst youth is considered an important factor for the socio-economic development of community and country. This study leads to design corresponding intervention strategies. Based on the primary data collected, they also attempt to discuss what has motivated the youth to take up self-employment and whether such motivation is positive or negative. In either case, support programs such as educational, rearing and counseling, financial support and social security are needed to be introduced by the state and other agencies. This study is based on a sample from Northern India. The research and findings can be expanded to other regions in subsequent efforts to understand the community milieu and develop an intervention strategy accordingly.

Michael et al (2008) conducted exploratory study to determine whether evidence existed, supporting the value of entrepreneurship education programs such as the SBI. The findings indicate that the experiences gained from entrepreneurial exposure can be critically important to the development of positive attitudes towards entrepreneurship. It is believed that a primary focus of entrepreneurship teaching and learning is the development of positive attitudes. The SBI program can not only help students strengthen their entrepreneurial

attitudes, but also equip them with the necessary skill sets to create and maintain a successful new business venture.

Shariff et al (2009) explored that the attitude approach to the study of entrepreneurship among the undergraduates minored in entrepreneurship and the non-minor entrepreneurship undergraduates showed a significant difference between them for the four subscales; and when submitted to discriminant analysis, two of the four subscales contributed significantly to the discriminant function. However, this approach especially entrepreneurship attitude among students in the institutions of higher learning has not been conducted extensively in Malaysia and is ripe for research. This study reports the findings on the entrepreneurship attitude perspective of the final year business management undergraduate students in one of the Institutions of Higher Learning in Malaysia. Faculty of Business Management was tested and validated using the Entrepreneurial Attitude Orientation (EAO) scale instrument. Discriminant validity was used to test the known groups. There was a significance difference between known groups for two of the four EAO subscales (self-esteem and personal control); all subscales were entered into a stepwise discriminant function.

NEED AND SIGNIFICANCE OF THE STUDY

The numbers of behavioral studies were conducted which is based on several perspectives, using the personality/character, demographics and attitudinal approaches. These behavioral studies frequently lose its effectiveness in measuring entrepreneurial coerce. There is urgent need to explore about the factors for entrepreneurship coerce which affects the entrepreneurial attitude among male and female students in India. It is also felt to study that available current arrangements in this modern era are providing sufficient motivation for boosting entrepreneurship among the male and female students.

OBJECTIVES AND HYPOTHESES

The specific objectives of the study are:

1. To identify the basic factors lashing entrepreneurship coerce among students.
2. To compare the entrepreneurial coerce among male students and female students.
3. To study the current schemes available for entrepreneurial development.

The hypothesis (H_0) is as follows:

1. There is no significant difference between the entrepreneurial coerce of male students and female students.
2. There is no significant effect of current schemes available for entrepreneurial development on the entrepreneurial coerce.

RESEARCH DESIGN

This study is exploratory as well as descriptive in nature. It attempts to know about the entrepreneurial coerce among the students. The study is based on primary as well as secondary data in connection with outline objectives. The sample size consists of 500 respondents which have been selected randomly from various educational institutions in Northern India. The Primary data was collected through questionnaire method and the Secondary data was collected from published sources such as concerned websites, magazines and journals. A questionnaire was prepared for use in the survey. Some of the items in the questionnaire is used from the Entrepreneurial Opportunity scale (EOR) & Entrepreneurial Risk willingness scale (ERW), developed by Mc Cline et al. (2000) and some of the items related with attitude is used from Entrepreneurial Attitude Orientation (EAO) scale ,developed by Robinson et al. (1991) with little bit adaptations. All scale items used a Likert-scale format (1 = Strongly Agree; 5 = Strongly Disagree). The collected data is being evaluated through SPSS 17 Evaluation version for Factor analysis, Discriminant analysis and Regression analysis. The study has also used diverse secondary data sources to achieve objectives of the study.

RESULTS AND DISCUSSION

The study conducted an exploratory factor analysis with varimax rotation on 23 items to extract the factors lashing entrepreneurship coerce. Based upon these preliminary analyses, items were dropped from the exploratory set if they loaded below an absolute value of 0.4. The result of KMO value which is greater than 0.5, and the Bartlett's Test of Sphericity value of 0.00 justify adequacy of sample. Extraction communalities are estimates of the variance in each variable accounted for by the components. The communalities in our analysis are all high, which indicates that the extracted components represent the variables well. With the help of factor analysis the seven factors were extracted. These are Financial Factor, Altruism, Personal Control, Autonomy, Opportunity, Skills, and Material Advancement (The table of factor loading statistics are shown in Annexure-II). The Eigen values of these factors are greater than 1 which shows the amount of variance in the original variables accounted for by

each component. The 7 component extracted explain nearly 60% of the variability in the original 23 variables, so the complexity of the data set reduced by using these components.

Analysis of Attitudinal Difference between Male and Female Student’s towards Entrepreneurial Coerce

The result of discriminant analysis inferred that there is significant discrimination between male students and female students about entrepreneurial coerce. Because the significance value (p-value=0.000, as shown in Table 1) is less than the 5% level of significance. So our null hypothesis is rejected that there is no significant difference between entrepreneurial coerce of male students and female students.

Table 1: Discriminant Analysis Results

Eigen value	Wilks' Lambda	Chi-square	Df	Sig.
0.219	.821	93.996	45	.000*

*Significant at p<0.05

The Eigen value is greater than 1 which shows that the statements are qualified for the factorization. The wilks’ lamda should ranges from 0 to 1 and our results shows that the wilks’ lamda is 0.821(table 1) which shows that the mean of two groups are same. Further, the study applied regression analysis to know the effect of various factors on the entrepreneurial coerce among the students. With the help of this technique we can expose the entrepreneurial coerce among the students.

Table 2

Regression Analysis Results of ANOVA ^b

Model		Sum of Squares	Df	Mean Square		F	Sig.
1	Regression	36.594	9	4.066		1509.911	.000 ^a
	Residual	1.319	490	.003			
	Total	37.913	499				

a. Predictors: (Constant), Financial, Altruism, Family Background, Control, Opportunity, Gender, Autonomy, Skills, Material Advancement

b. Dependent Variable: Entrepreneurial attitude

Table3: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Mean scores (Independent sample T-test)		t	Sig.
	B	Std. Error	Beta				
(Constant)	.046	.021				2.194	.029
Family Background	-.006	.005	-.011	1.6740	1.6035	-1.266	.206
Skills	.661	.008	.793	1.91	1.93	87.907	.000*
Opportunity	-.014	.003	-.049	2.15	2.44	-5.180	.000*
Autonomy	.056	.003	.143	1.79	1.70	16.267	.000*
Altruism	.034	.003	.096	1.94	1.72	10.032	.000*
Material Advancement	.102	.007	.159	1.87	1.99	15.655	.000*
Control	.067	.003	.174	1.71	1.85	20.056	.000*
Financial	.068	.004	.164	1.86	1.94	18.581	.000*

The results indicate that there is significant effect of the factors such as financial factor, altruism, control, opportunity, autonomy, skills, and material advancement on the attitude of the students because the P-value is less than 5% level of significant. The financial factors or monetary benefits act as a motivator for an individual to perform much better in future. Here, the results show that the students are much attracted by the financial factors. The altruism is also highly significant among students. It means they want to provide services to the people without considering their own self-interest. Students are ready to grab the fruitful opportunities which are significantly higher among the students. Further they want to fully utilize their skills into their own ventures. They want to have sovereignty & whole control in their hands rather than be controlled by others. These factors persuade the desire of the students to be an entrepreneur. Further, the family background has the insignificant effect on the attitude of the students. It means whether they are from business family or not, it does not have any impact on the Entrepreneurial Coerce among students.

Analysis of Entrepreneurial Development Schemes

Further study conducted a qualitative study to analyze the current schemes available to finance and motivate the individuals who want to start their own business. Entrepreneurial

Development Programme is a systematic and an organized development of a person to be an entrepreneur. Several programs are available in India to help the potential entrepreneurs as shown below:

Table 4: Entrepreneurial Development Schemes

Scheme	Objective	Functions	Requirement
National Entrepreneurship Development Board (NEDB) Scheme	Promotion of entrepreneurship for encouraging self-employment in small scale industries and small business.	The main function of it is to identify and remove entry barriers for potential entrepreneurs. The applicant should send the application giving details including objective, activities proposed to be covered, cost break-up, funding arrangements, details of the organization including audited accounts of last 3 years	(i) Be in existence for at least five (5) years. (ii) Have qualified and experienced faculty in the various related disciplines. (iii) Be in a position to spare or provide adequate space for establishing the Centre
Entrepreneurship and Business Development Centres (EBDCs) under National Entrepreneurship Development Board (NEDB) Scheme	To motivate students to take up entrepreneurship as a career option with the objective to promote self-employment through creation of small, micro and tiny enterprises in the country which would	The Scheme will be implemented through selected Universities/Colleges, Regional Engineering Colleges and other Institutions/ Organisations.	Have good library facilities. (v) Preferably, have some experience in entrepreneurship development. (vi) Ideally, have access to industries nearby and preferably

Scheme	Objective	Functions	Requirement
	not only provide self employment opportunities but are also expected to create additional job opportunities in these Enterprises.		should have good networking With local industries.
National Institute For Entrepreneurship And Small Business Development (NIESBUD)	To conduct training programmes for potential entrepreneurs in India.	Develop training strategies, decide standard model syllabus.	Emphasize more on technical capability, financial strength, and infrastructure of partner institutions.
SIDBI Schemes- for marketing activities	Setting up of new sales out-lets or expansion of existing outlet.	Cost of project should not exceed Rs. 25 lakh and down payment of at least 50% of value of goods purchased.	Individual. Partnership firm etc. experienced in marketing products.
SIDBI-National equity fund scheme	To meet gap in minimum promoter contribution and in equity	Provide Soft loan limit 10% of cost of project subject to minimum of 15 lakh.	Professional qualified entrepreneurs with relevant experience.

Analysis of Student's Attitude towards Current Entrepreneurial Development Schemes

As our objective is to know the effect of current schemes available for entrepreneurial development on the attitude of the students, therefore, we apply the regression analysis for the given purpose. The results of the regression analysis are shown in the table as here under:

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	.233	2	.116	1.535	.217 ^a
Residual	37.680	497	.076		
Total	37.913	499			

- a. Predictors: (Constant), Current schemes for boosting & financing the venture projects, Government schemes
- b. Dependent Variable: Entrepreneurial attitude

The result indicates that there is no significant effect of the available schemes on the attitude of the students. As the p- value is greater than 5% level of significance so, our null hypothesis is accepted that there is no significant effect of the current schemes available for entrepreneurial development on the attitude of the students. The reason behind this can be the enthusiasm of the youth to start their own ventures without taking care of availing the government schemes.

CONCLUSION AND SUGGESTION

From this study, we found that there are three factors financial, altruism and self-control, which boosts entrepreneurship coeorce among students very habitually. Our results indicate that 61% of the respondents want to start their own business among all, which shows that they want to be their boss but the main problem is associated with lack of financial assistance only. Therefore, it is suggested that financial factor should not be a constraint for new entrepreneurs. Further the findings presented here also indicate that there is significant difference of entrepreneurial coeorce among male students and female students in Northern India as male students covet to start their own businesses in comparison to females. The reason behind this is the family constraint, so that Indian families need to consider the entrepreneurial traits of females also. Further 37% of the respondents in our study felt that the current entrepreneurial development schemes of the government persuade new entrepreneurs to start up their business but problem is related with the time consuming process. So the government needs to reduce procedure of these schemes. Finally, it is suggested on the basis of the above study that the there must be some practical knowledge given to the students

(both male and female) than theoretical knowledge about the entrepreneurial development. To boost entrepreneurial coeerce there should be a compulsory study of entrepreneurial development is required than optional study for all management students. This will help in reducing the percentage gap of male and female entrepreneurs and proper utilization of valuable skills of all human resource, whether male or female, in the country is possible. So that want for professionalism can be fulfilled as demanded by the India's Entrepreneurship Development Organizations.

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Annexure-1

Factor analysis results for extracting the number of factors for entrepreneurial coeerce

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.562
Bartlett's Test of Sphericity	Approx. Chi-Square	405.304
	Df	253
	Sig.	.000

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.392	14.750	14.750	3.392	14.750	14.750	2.079	9.039	9.039
2	2.169	9.431	24.180	2.169	9.431	24.180	2.064	8.973	18.013
3	1.595	6.935	31.116	1.595	6.935	31.116	2.042	8.878	26.891
4	1.570	6.827	37.942	1.570	6.827	37.942	1.872	8.137	35.028
5	1.393	6.057	44.000	1.393	6.057	44.000	1.440	6.260	41.288
6	1.227	5.334	49.333	1.227	5.334	49.333	1.401	6.091	47.379
7	1.215	5.281	54.614	1.215	5.281	54.614	1.387	6.030	53.409
8	1.041	4.526	59.140	1.041	4.526	59.140	1.318	5.731	59.140
9	.951	4.134	63.274						
10	.928	4.036	67.310						
11	.903	3.924	71.234						
12	.839	3.646	74.880						
13	.796	3.461	78.342						
14	.750	3.263	81.604						
15	.692	3.008	84.612						
16	.647	2.812	87.424						
17	.572	2.487	89.911						
18	.514	2.236	92.147						
19	.471	2.047	94.194						
20	.396	1.722	95.916						
21	.385	1.675	97.590						
22	.312	1.357	98.947						
23	.242	1.053	100.000						

Extraction Method: Principal

Rotated component matrix

	Component							
	1	2	3	4	5	6	7	8
Business Family Background	.755							
Market opportunities						.543		
Personal Objective	.706							
Government schemes	.665							
Current schemes for boosting & financing the venture projects					.831			
To be my own boss								.829
To increase my income		-.651						
To get on in my world						.505		
To manage own business							.654	
To have a strong future				.726				
To provide a new service		.474						
To commercialize the new technology				.561				
To use own technical skills			.694					
To use own marketing skills				.661				
To use own management skills		.564						
To do something innovative			.484					
To do something useful for society			.697					
To build a business with reputation for excellence		.573						
To maximize current & future returns			.422	.435				
Increase the value of the business for potential capital gains							.623	
To prepare the business for future stock exchange listing						.737		
Build a business which contributes the well- being of the society.		.620						

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Grouping of Factors

Statements	Factors Name
Business Family Background	Family Background
Personal Objective	
Government schemes	
To use own technical skills	Altruism
To do something innovative	
To do something useful for society	
To manage a business	Control
Increase the value of the business for potential capital gains	
Market opportunities	Opportunity
To get on in my world	
To prepare the business for future stock exchange listing	
To manage own business	Autonomy
To have a strong future	Skills
To commercialize the new technology	
To use own marketing skills	
To maximize current & future returns	
Current schemes for boosting & financing the venture projects	Financial
To increase my income	Material Advancement
To provide a new service	
To use own management skills	
To build a business with reputation for excellence	
Build a business which contributes the well- being of the society.	