

A COMPARATIVE ANALYSIS OF ENTREPRENEURIAL ATTITUDES OF UNIVERSITY STUDENTS IN RELATION TO THEIR SOCIO-ECONOMIC STATUS

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ABSTRACT

The main purpose of presented study was to find out a comparative analysis of entrepreneurial attitudes of university students in relation to their socio-economic status. The primary data were collected through two standardised questionnaires by administered on 475 undergraduate university students on the basis of multi-stage sampling from the three academic streams and sixteen various bachelors' professional & technical courses of Kurukshetra University, Kurukshetra, Haryana. The findings of the study specified that there existed no significant difference between the entrepreneurial attitude of university students in relation their socio-economic status. These findings encourage that socio-economic status of the students should be taken as neutral criterion in selecting students for any type of entrepreneurship related courses. Further, the findings of the study also recommended to policy-makers that they must be designed some new advanced educational and entrepreneurship based courses, guidance and training programmes for all of the students of different strata to motivate them for entrepreneurship as a career option.

Key Words: - Entrepreneurial Attitude, Entrepreneurship, Socio Economic status, University Students.

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Introduction

In the present era, the world faces a huge challenge of creating productive jobs for its expanding labour force. Unlike the challenges of sustaining global economic growth or that of correcting global imbalances, this global employment challenge is barely recognized and its nature and magnitude are certainly not well understood. Indeed, there is a widespread belief that even in an era of globalization, employment remains a national concern, so that there can be no such thing as a global employment challenge. Yet the employment challenge today is global in several important respects. Inadequate availability of productive jobs is now a worldwide phenomenon (Ghose, Majid and Ernst, 2008). Millions of youth of the world are struggling to engage in economic activities. Their number will continue to swell; not only they but also the teeming millions of illiterates (unskilled or semiskilled) will be the hardest hit by unemployment. The monsters refusing to die despite concerted efforts by Government, national and international organizations, many others voluntary agencies and people themselves. Many problems related to unemployment, poverty, inequality, regional imbalances and other sociological issues can be tackled with the help of entrepreneurship. Moreover, the youths from the third world and particularly rural areas are more affected by unemployment. Basically, the main reason behind it is that the current education system of the developing countries does not deliberate and inculcates entrepreneurial tendencies among the students. In the present era, “entrepreneur” and “entrepreneurship” are playing very significant role to lessen such critical problems of economy. The extent of this challenge and the main causes of unemployment could be dealt with by the culture of entrepreneurship. Many scholars have suggested at different times that entrepreneurship could be the possible solution of these critical problems and accepted that the key determinant of economic development in any country is the degree of importance its people attach to entrepreneurship. In the same way, Tang and Koveos (2004) described that “entrepreneurship and entrepreneurial culture are receiving an increased amount of attention in both academic research and practice. Entrepreneurship is linked with value creation and, as such, is thought to have a significant impact on economic growth, continuous business renewal, and employment.”

In the present era, world's economy is growing and which creating ample opportunities and scope for many kind of entrepreneurship related activities (Gure, 2013a). Additionally, today's economic environment conditioned by Liberalization, Privatization and Globalization (LPG) has opened up enormous opportunities for youth to establish business units in diverse fields. De-regulation, knowledge explosion, advancement in information technology, borderless trade, etc., have opened up new business opportunities for the entrepreneur (Barkataki, 2007). But, while the youth are not encouraged to avail of self-employment or take up entrepreneurship, they are not able to make use of these umpteen opportunities. This point to the need to lay, emphasis upon taking adequate measures to enhance entrepreneurial skills and knowledge of youth so that they are able to avail of the emerging opportunities. There is no exaggeration in reiterating that, for a country, entrepreneurship has eternal paybacks in this competitive emerging world economy. Thus, the biggest challenge for a country is to prepare students for productive employment or skill based jobs or self-employment or entrepreneurship. Moreover, to enhance the knowledge and skills for entrepreneurship, scholars explored entrepreneurial attitude of individuals. Hence, the presented empirical study find out a comparative analysis of entrepreneurial attitudes of university students in relation to their socio-economic status.

Review of Literature

There are many social and economic factors that are playing a significant role in influencing and developing entrepreneurship attitudes among the students. The scholars in the field of entrepreneurship considered biological, social, economic and psychological factors playing a significant role in influencing and developing entrepreneurship attitudes. In their models of entrepreneurial event formation, Shapero and Sokol (1982) noted exogenous influences, like demographics, skills and society, traits, financial support, and culture in influenced on attitudes, intentions and indirectly on behaviours, to become entrepreneurs. A number of demographical factors such as gender, parents' occupational background, educational background, socio-economic status, marital status, role model, work experiences, etc., are also considered having an important relationship and influences on entrepreneurial

attitude, intention and behaviour. Human infants receive their first lesson of survival from the parents and their socio-economic status played a significant role in their nurturing. Thus, with regards to influences of socio-economic status of students' entrepreneurial attitudes are also considered by many scholars in the field of entrepreneurship. In this regards, a research study conducted by Hurst & Lusardi (2004) described that there existed a significant positive effect of receiving inheritance on the probability of becoming self-employed but no effect of wealth was noticed there in this regard. In their study, Wilson, Marlino and Kickal (2004) found that the groups of teens that were most motivated to become entrepreneur were also among the most poorly resourced. A study conducted by Fitzsimmons and Douglas (2005) revealed that individuals with higher level of human capital had higher entrepreneurial intentions. The research study conducted by Nair and Panday (2006) revealed that along with some other factors the economic status of individual related field seems to favour choosing entrepreneurship as a career. In the same way, the study by Demirer and Kara (2007) showed that family socio-economic status is directly related with innovativeness and self-confidence of students. Further, in their research study, Shastri, Kumar and Ali (2009) has also confirmed that socio-cultural factors affected the decision making of young entrepreneurs. In their study, Chang *et. al*, (2009), described that family social capital, described as non-financial resources and support offered by family members to affects positively on the start-up decision for a business. In their study Ali, Topping & Tariq (2010) exhibited that there was no significant impact of demographic variables such as gender, parental income and profession on entrepreneurial attributes. In this regards, Gure, (2013b) discovered that there existed no significant difference between the preferences to self-employment in relation to their socio-economic status of university students. The study by conducted by Ganpathi,(2016) revealed that there existed a significant association between age and entrepreneurial intentions in tune with monthly family income and entrepreneurial intentions of the students. Thus, the various studies exposure that socio-economic status of individuals has an important influences on entrepreneurial attitude and behaviour of individual and also the preferences of individual to become a self-employed, although some studies refused the same. Therefore, overall only few studies were concentrated and evaluated that the university

students' entrepreneurial attitude in relation their socio-economic status. Moreover, in the context of India, the situation is worst, most of the studies related with factors influences on entrepreneurial attitude and behaviour were conducted on entrepreneurs and somewhere there is only few studies were considered the university students' entrepreneurial characteristics and attitude, which is significant for grooming and enhancing the entrepreneurial attitudes, intentions and behaviours among the society. Therefore, by taking all these factors into consideration, the present study was conducted to find out the university students' entrepreneurial attitude in relation their socio-economic status.

OBJECTIVE OF THE STUDY

The presented study was focused on the following objective:

- To compare the entrepreneurial attitude of university students in relation to their socio-economic status (high, middle and low).

HYPOTHESIS OF THE STUDY

In order to achieve the mentioned objectives of the presented study, following null hypothesis was formulated:

- There is no significant difference between the entrepreneurial attitude of university students in relation to their high, middle and low socio-economic status.

RESEARCH METHODOLOGY & COLLECTION OF DATA

The survey method was used to the collection of data because the presented study is descriptive in nature. Two standardized Likert-type questionnaire (General Entrepreneurial Tendencies and Socio-Economic by Gure and Demographic Index by Verma, Saxena and Mishra) was administered on 475 undergraduate university students from the Kurukshetra University, Kurukshetra, Haryana. The undergraduate university students of various demographical background and from the various academic streams- *Humanities/Social Sciences, Commerce & Managements and Science & Technology*; sixteen various bachelor professional & technical courses were selected to draw from multi-stage sampling. Overall, 368 students' responses were considered appropriate for the analysis of the study.

ANALYSIS AND INTERPRETATION OF DATA

The main objective of the study was to find out a comparative analysis of entrepreneurial attitudes of university students in relation to their socio-economic status. For finding the strength of association between the entrepreneurial attitude of the university students and their socio-economic status, data were analysed with the help of Gamma test. And the significant difference between the entrepreneurial attitudes of the university students in relation to their socio-economic status were analysed with the help of Z-score. A comparative analysis of university students' entrepreneurial attitude in relation to their socio economic status is presented in Table 1.

COMPARATIVE ANALYSIS OF ENTREPRENEURIAL ATTITUDE OF UNIVERSITY STUDENTS AND SOCIO-ECONOMIC STATUS

Table 1
Comparative Analysis of Entrepreneurial Attitude of University Students in Relation to Their Socio-Economic Status

Total	Entrepreneurial Attitude			Socio-Economic Status
	Low	Moderate	High	
132 (100.0)	31 (23.5)	68 (51.5)	33 (25.0)	High
196 (100.0)	56 (28.6)	100 (51.0)	40 (20.4)	Middle
40 (100.0)	16 (40.0)	14 (35.0)	10 (25.0)	Low
368 (100.0)	103 (28.0)	182 (49.4)	83 (22.6)	Total

$$\gamma=.12, P<0.05 \text{ (two-tailed)} \quad Z\text{-score}=.99$$

It is depicted from Table 1 that among those students who have moderate entrepreneurial attitude, the percentage of the students' increases with the rise of socio-economic status. On the contrary, rather inversely, the percentage of students in the low entrepreneurial attitude decreases with the escalation of the socio-economic status. Again, it is noticed that twenty-five percent each from high and low economic status against twenty percent students from middle socio-economic status reported to have high entrepreneurial attitude. Further, it is also observed that majority of the students having moderate

entrepreneurial attitude, i.e., fifty-one percent each, are from high and middle socio-economic status. And, majority of the students who have low entrepreneurial attitude, forty percent, are from low socio-economic status.

The calculated value of association Gamma test values (.12) confirms low association between entrepreneurial attitude and socio-economic status of the students. Along with it, the calculated value of Z-score (.99) was less than the table value, i.e., 1.96 showing no statistical significance at any of the levels. Thus, the null hypothesis that *there is no significant difference between the entrepreneurial attitudes of university students in relation to their socio-economic status*, is not rejected.

Therefore, it is proved that there existed no significant difference in the entrepreneurial attitudes of university students in relation to their socio-economic status. There was no impact of socio-economic status on the entrepreneurial attitude of respondents. Such a fact confirms the findings of Demirer and Kara (2007) who also found that socio-economic development was found to have no meaningful association with their entrepreneurial traits. In the study of Wilson, Marlino and Kickal (2004) who conducted a study on 1971 teens, it was found that the groups of teens that were most motivated to become entrepreneur were also among the most poorly resourced. This result however, contrasts with the results of previous research by Fitzsimmons and Douglas (2005) who conducted a study on 414 M.B.A. students from four countries namely- India, China, Thailand and Australia and found some evidence that individuals with higher level of human capital had higher entrepreneurial intentions.

CONCLUSION & SUGGESTIONS

The main finding of the study was that there is existed no difference between the entrepreneurial attitude and socio-economic status of university students, in the other words, all the university students from the three levels of socio-economic status possessed almost the same levels of entrepreneurial attitude. Thus, the findings of the study is corroborated by the findings of some scholars who found no significant impact of socio-economic status on the entrepreneurial attitude of the respondents. Although, on the one hand, with left the personality traits or entrepreneurial attitude of the people from the higher strata, have many

things (i.e., money, power, reputation etc.) that are more facilitate them to engage in the business activities. But on the other hand, there are many examples in the history of the world that many people who belongs to the lower strata of society have become successful entrepreneurs. Thus, in the same way, the findings of the presented study encourage that socio-economic status of the students should be taken as neutral criterion in selecting students for any type of entrepreneurship related courses. Further, the findings of the study also recommended to policy-makers that they must be designed some new advanced educational and entrepreneurship based courses and guidance and training programmes for all of the students of different strata to motivate them for entrepreneurship as a career option.

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