

Entrepreneurial Intentions among Female Students in Higher Education: A Study

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Abstract: Entrepreneurship is important to economic advancement, employment as well as a solution to the excessive number of university graduates and social problems. The aim of the study is to examine the intentions of female students of higher education who studied in various stream. To achieve the aim of the study theory of planned behavior is applied. The information was collected with the help of questionnaire adapted from Linan and Chen (2009) from the selected university students of Haryana. The sample was taken from female students of two stream i.e. commerce and hotel management students of three state university of Haryana i.e. Bahgat Phool Singh Mahila Vishwavidyalaya Khanpur Kalan, Maharishi Dayanand University, Rohtak, and Kurukshetra university, Kurukshetra. With the use of convenience sampling students of university were selected as sample. Descriptive statistics and multiple regressions were used. A finding of the study shows that the Ajzen theory is valuable. Personal attitude and perceived behavioral contributes significantly and subjective norms contributes insignificant in the research in determining entrepreneurial intentions of university female students.

Index Terms- Theory of Planned behavior, Entrepreneurship, Entrepreneurial intention, Subjective norms.

1.Introduction

Entrepreneurship has a significant importance in economic development, growth, job creation, sources of innovation, sources of creativity, sources of development, productivity and efficiency of any country like India which is in the phase of developing (Shaikh, 2012; Urbano and Aparicio, 2015). After post independence period number of key institutes was developed to promote, assist and developed entrepreneurs to initiate industrial growth of the country. Therefore, country like India takes proper steps to empower undergraduates to be included in entrepreneurship as a career choice. In near future students is the vital source for entrepreneurship. Entrepreneurship is important to economic advancement, employment as well as a solution to the excessive number of university graduates and social problems. Therefore it is important to know the factors that influence students 'intention to launch a new start-up or entrepreneurship effort through theory of planned behaviour (Ambad and Damit, 2016). Government takes various steps to aware, promotes and developed entrepreneurial spirit among the students. Some university introduce entrepreneurship subject as compulsory or under Choice Based Credit System (CBCS). The purpose for entrepreneurship as a subject to aware and prepare the students to face the contemporary work and living environment through education. In Indian business there are number of role models are present for inspirations of future generation. Specifically when we consider only women entrepreneurs who dared to follow their dreams comes true, there is a big list. Some of the successful women entrepreneurs are Kiran Mazumdar Shaw, Ekta Kapoor, Aishwarya Nair, Dr.Swati piramal, Ameera Shah, Vandana Luthra, Hamsa Vamannan and Piyanka Narasimhalu, Srijayapriya Balasundram, Srinidhi Sridharan, Aparrna Sivasubramanian, Akshaya Sivaraman etc. They all reached in high sky with the dedication and hard work.

2. Objectives

The aim of the study is to examine the intentions of female students of university while setting up their new venture or business.

3. Statement of the Problem

To examine the entrepreneurial intentions of female students studied in university of Haryana with the help of Ajzen theory of Planned Behavior.

4. Research Questions

- Does personal attitude influence entrepreneurial Intentions of female students?
- How do subjective norms have an impact on students' decision to become an entrepreneur?
- How does the perception affect students' choices of carrying out a new business?

5. Conceptual Framework and Literature Review

People of different fields defined differently to entrepreneurs (Lee, Lim, Lim, Ng, & Wong 2012). Some people believed entrepreneurs are born, not made. Many studies supported that entrepreneurs can be made and not genetically inherited. (Barringer and Ireland, 2010).

The theory of planned behaviour (TPB) (Ajzen and Fishbein, 1980; Ajzen, 1987; Ajzen, 1991) explained three conceptually independent antecedents of intentions. First is the attitude towards the behavior. The second antecedents of intention are subjective norm. The third antecedents towards intention are perceived behavioral control. Theory of Reasoned Behaviour (TRA) could foresee behaviors but the unimportant data of intention was sufficient to anticipate behavior. Thus, perceived behavioral control is included (Ajzen & Fishbein, 2000) and it is formed by control beliefs that give rise to the perceived ease or trouble in performing the behavior. It indicates that people are expected to transform their intention into action, provided there is an adequate degree of actual control over the behavior. Thus, intention is assumed to be the direct antecedent of behavior, guiding the behavior in a controlled manner (Ajzen, 1991).

Intention is the immediate antecedent of behavior (Ajzen, 1991). Ajzen claimed that behavior is not performed mindlessly. It follows reasonably and consistently from the behavior-relevant information and behavior reinforced by rewarding events and weakened by pushing events. Individuals would like to be self-employed as they perceive that entrepreneurship is a suitable career path for them (Davidsson, 1995) and is a way for them to accomplish their personal goals, creativity, change their ideas into reality and earn financial rewards (Barringer & Ireland, 2010). Various studies were conducted on entrepreneurial intention to legitimate the theory of planned behavior. Autio et al (2001) conducted a study among the international comparison of students of Finland, Sweden, USA and UK. They identified that the TPB components explain only 21% variance in the intention to be an entrepreneur where Linan and Chen (2009) conducted study on a 519 individual from Spain and Taiwan with the use of TPB to build an entrepreneurial intention. They found in their study that 55% of the variance was in entrepreneurial intention based on Personal attitude and Perceived Behavioral Control. Past research confirmed the influence of using TPB in explaining entrepreneurial intention across various cultures. It can be concluded that the attitude and subjective norm were more favorable, and the greater the perceived behavioral control, than the person's intention towards entrepreneurship is stronger (Scholten, Kemp and Omta, 2004).

6. Methodology

The information was collected with the help of questionnaire adapted from Linan and Chen (2009) from the selected university students of Haryana. The study was conducted on female university students of Haryana state including both graduate and post graduate students.

Variables

- Personal Attitude (PA)- Personal attitude reflects whether the individual has certain valuation for becoming an entrepreneur.

- Subjective Norms (SN)- Subjective norms means whether individual takes a social pressure to begin her business or not.
- Perceived Behavioral Control (PBC)- Perceived behavioral control means the perception of the individual to start a new business. It could either be perceived as easy or difficult.
- Entrepreneurial Intention (EI) - Entrepreneurial intention reflects the intention or willingness and commitment to carry out a new business. (Linen, 2009)

7. Sample and Sampling Technique

A total 200 questionnaire were filled by the students studying at graduate and post graduate level in university of Haryana. Total 142 completed questionnaires were gathered, representing 71% response rate by using convenient sampling method.

8. Data Analysis

With the help of questionnaire data were collected and here were some analysis on the collected data as follows:

Table 1: Respondents Age Groups

Age Group (Years)	No. Of Respondents	Percentage
Below 17	10	7
18-20	65	46
21-25	55	39
26 and above	12	8
Total	142	100

Source: Primary Data

Respondents' age group is divided in four groups, which is shown in table 1. Most of the respondents' falls in age group of 18- 20 years (46%) follows by 39% of respondents falls in age group of 21-25 years. Only 8% respondents falls in above 26 and above years groups.

Table 2: Respondents qualification groups

Qualification	No. Of Respondents	Percentage
Under Graduate	84	59
Graduate	48	34
Post Graduate	10	07
Total	142	100

Source: Primary Data

Respondents were only female students of university. Table 2 depicts that 59% respondents were undergraduate followed by graduate student's falls in 34%.

Table 3: Stream/ Course

Stream	No. of Respondents	Percentage
Commerce	82	58
Hotel Management	60	42
Total	142	100

Source: Primary Data

University has run various courses. It is difficult to take all the students of various courses as sample. Commerce and hotel management students were taken as a sample in the study. It is depicted from table 3 that 58% students fall in commerce stream and 42% falls in hotel management stream.

Table 4: Descriptive Analysis

Particulars	Personal Attitude(IVI)	Subjective Norms (IV2)	Perceived Behaviour Control (IV3)	Entrepreneurial Intentions(DV)
N	142	142	142	142
Range	4	4	4	4
Sum	504	463	494	549
Mean	3.55	3.26	3.48	3.87
Std. Deviation	1.325	1.138	1.262	1.371

Source: Primary Data

The average response received from the respondents is more than 3. It depicts that respondents were positive and more than average (Table 4).

Cronbach Alpha

Table 5: Reliability Statistics

Variables	Cronbach Alpha	Total Items
Personal Attitude	0.911	4
Subjective Norms	0.833	4
Perceived Behavioral Control	0.840	4
Entrepreneurial Intentions	0.922	4

Source: Primary Data

To measure the internal consistency of all the items reliability statistics is used. Table 5 shows the cronbach's alpha value of all variables. Reliability statistics shows that all construct have alpha greater than 0.80 which means it is reliable.

Table 6: Correlation

	IV1	IV2	IV3	DV	Sig. Value
IV1	1.00	.65	.584	.699	0.00
IV2	.65	1.00	.615	.604	0.00
IV3	.584	.615	1.00	0.734	0.00
DV	.699	.604	0.734	1.00	0.00

Source: Primary Data

Inferential Analysis

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 ^a	.653	.648	.81342

Predictors: (Constant), IV3_ mean, IV1_ mean, IV2_ mean

Source: Primary Data

The difference between R square and adjusted R square is 0.005 which shows that sample size is adequate. Adjusted R square in the table 7 is .648 which shows that approximately 65% of the variation in dependent variable is explained by predictors.

Table 8: ANOVA

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	305.959	3	101.986	154.139	.000 ^a
	Residual	162.767	246	.662		
	Total	468.726				

Predictors: (Constant), IV3_ mean, IV1_ mean, IV2_ mean

Source: Primary Data

The actual value of F is 154 and significant level is less than 1% which means the model is significant depicted from the table 8.

It is clearly shows from the table 9 that un standardized coefficient (B) value demonstrates both the relationship and magnitude between entrepreneurial intentions and independent variables PA, SN and PB. The positive values of beta indicate that there is a positive relationship between the predictor and dependent variable. The sig. value is 0.000 means all constructs of Ajzen theory except subjective norms are making significant contribution to the model. No multi- co linearity as shown by Variance Inflationary Factor (VIF) that the value of VIF is less than 2 for all variables.

Table 9: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std.Error	Beta			Tolerance	VIF
(Constant)	-0.36	.264		-.136	.894		
Personal Attitude	-3.89	.053	.376	7.284	.000	.532	1.802
Subjective Norms	.089	.059	.079	1.468	.142	.501	1.987
Perceived Behavioral Control	.564	.061	.467	9.286	.000	.570	1.768

Source: Primary Data.

9. Discussion and Conclusion

This research is based on survey conducted in the month of September 2018 from the students of University of Haryana. The aim was to identify the most important factor which influence the students to start the own business. From the results of the study reflects that students were extremely motivated and had high intention to become entrepreneur. Personal attitude and perceived behavioral control were two determinants highlighted in the study which was also supported by other number of studies (Linan, 2008; Malebana, 2014; Peng & Hui Keng, 2012; Awan and Nawaz, 2017) which influenced intentions of becoming an entrepreneur.

10. Limitations

Following are the important limitations of the study.

- Primary data has been gathered by using convenience sampling. Hence, it might not represent the intentions of all the students of Haryana.
- The study was focus on only female students of only three university of Haryana. Thus, this research work reflects the intentions of university students only. However, it doesn't mean that male students of university, college students can't become entrepreneur.

11. Recommendations

- There is requirement of awareness program organized by the government institution at university level in the form of entrepreneurship course which will provide students the fundamental required to understand the dynamics of entrepreneurship and help the students to start their own business.
- In the study Ajzen TPB model was used to carry out the research. Since other models was also used to identify the key determinants of entrepreneurial intentions among the students.
- University must organize the workshop, extension lecture by the real heroes or entrepreneur.
- Entrepreneur will discuss their journey. They all discuss obstacles which they faced and how they overcome practical problems.

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