

EFFECT OF DEMOGRAPHIC FACTORS ON ENTERPRISING TENDENCY: A STUDY AMONG COLLEGE STUDENTS IN MIZORAM

¹KC Malsawmtluangi, ²Laldinliana

¹Assistant Professor, ²Associate Professor,
¹Department of Commerce,
¹ICFAI University Mizoram, Aizawl, India,
²Department of Commerce,
²Mizoram University, Aizawl, India.

Abstract: The study is undertaken to measure the enterprising tendency of college students in Mizoram, India. General Enterprising Tendency (GET) test has been employed in order to assess the enterprising tendency score of students in which entrepreneurial characteristics like need for achievement, need for autonomy, creative tendency, calculated risk taking and drive and determination are considered as essential traits of successful entrepreneurs. The study revealed that undergraduate students in Mizoram have a medium enterprising tendency. Meaningful relationships have also been established between demographic variables and enterprising tendency among the respondents.

Index terms: enterprising tendency, entrepreneurial characteristics, Mizoram.

I. GENERAL ENTERPRISING TENDENCY (GET) TEST – A CONCEPTUAL FRAMEWORK

The General Enterprising Tendency (GET) test was developed in 1988 by Sally Caird and Cliff Johnson at Durham University Business School. The basic proposition of the test is that an enterprising person shares entrepreneurial characteristics and traits, that these characteristics may be nurtured and encouraged through education and training. The test assumes that enterprise is a wider concept that includes more than just business owners, managers and entrepreneurs, recognising that there are different types of entrepreneurs, distinguished by their growth orientation, motivation, type of business, involvement with new technology, association with business owner management, and so on.

The key entrepreneurial characteristics identified under GET test are need for achievement, need for autonomy, creative tendency, calculated risk taking, and drive and determination.

GET test is a self-assessment test that asks respondents to decide if he/she tend to agree or disagree with statements that are designed to identify various aspects of their enterprising tendencies. These are indicated by testing whether they are highly motivated, whether they have a high need for achievement, whether they have a high need for autonomy, whether they have a creative tendency, whether they are able to take calculated risks and whether they have the drive and determination to become an entrepreneur. There are 54 statements in this test, where positive and negative statements are orderly scattered and respondents have to choose either 'Agree' or 'Disagree' for each statement.

Table 1: interpretation of general enterprising tendency test

| Entrepreneurial traits under GET | Maximum Score | Average Score |
|----------------------------------|---------------|---------------|
| Need for achievement | 12 | 9 |
| Need for autonomy | 6 | 4 |
| Creative tendency | 12 | 8 |
| Calculated risk taking | 12 | 8 |
| Drive and determination | 12 | 8 |
| Total Score | 54 | 37 |

The maximum score (representing General Enterprising Tendency) is 54. A score between 44-54 means that the respondent is very enterprising (high enterprising tendency). A score between 27-43 means that the respondents have some enterprising characteristics (medium enterprising tendency), and a score in the range of 0-26 implies that the respondent is probably happiest working with guidance from superiors (low enterprising tendency).

II. REVIEW OF LITERATURE

Caird (1991) conducted a pilot study which aimed to measure key characteristics of enterprising people. The key characteristics include a high need for achievement, a high need for autonomy, calculated risk-taking, an internal locus of control and a creative tendency.

Bulsara, Gandhi & Porey (2010) reported that there is considerable matching between objective and subjective analysis of tendency towards the entrepreneurial characteristics. From both objective analysis through GETT (General Enterprising Tendency Test) and subjective analysis through case study, they found that need for achievement, need for autonomy / independence, creative tendency, moderate / calculated risk taking, drive and determination and other parameters like realization of innovation and prompt action on that, and building a team are really important for a successful entrepreneurial venture.

Geri (2013) found that there is no difference between students with or without entrepreneurial tendencies in terms of entrepreneurial self-competencies.

Holienka, Holienkova & Gal (2015) conducted a study to examine the entrepreneurial characteristics of university students in different disciplines. Their analysis provided evidence on different levels of overall enterprising tendency and particular entrepreneurial characteristics (namely need for achievement, calculated risk taking and internal locus of control) between students with different majors. While students of business administration exhibited the highest enterprising tendency, pedagogy students were found to be the least enterprising among the analysed fields of study.

Sui et. al. (2017) in their research explored the differences in creative tendency, entrepreneurial self-efficacy, and entrepreneurial motivation, after college students receive entrepreneurial education. According to the research results, it was concluded that the students' pre-entrepreneurship training intentions decreased after receiving entrepreneurial education; the students' entrepreneur competition intentions decreased after receiving entrepreneurial education; the students' risk-taking increased after receiving entrepreneurial education; and that entrepreneurial education significantly affects students' entrepreneurial self-efficacy, but it has no significant impact on creative tendency and entrepreneurial motivation.

III. OBJECTIVE OF THE STUDY

- i. To measure the enterprising tendency scores of college students in Mizoram using General Enterprising Tendency (GET) test.
- ii. To determine the effect of demographic factors on enterprising tendency of college students in Mizoram.

IV. RESEARCH METHODOLOGY

The sample consists of students studying undergraduate programmes in different colleges in Mizoram. 12 colleges of eight districts of Mizoram are selected randomly which are –

- i. Pachhunga University College, Aizawl district
- ii. Government Hrangbana College, Aizawl district
- iii. Government Aizawl College, Aizawl district
- iv. Government Champhai College, Champhai district
- v. Lunglei Government College, Lunglei district
- vi. Government J. Buana College, Lunglei district
- vii. Higher and Technical Institute of Mizoram, Lunglei district
- viii. Government Kolasib College, Kolasib district
- ix. Government Serchhip College, Serchhip district
- x. Government Mamit College, Mamit district
- xi. Government Lawngtlai College, Lawngtlai district
- xii. Government Saiha College, Saha district

Data is collected using a self-structured questionnaire that contains 54 statements of the General Enterprising Tendency (GET) test, along with other demographic questions. A sample of 1015 students responded to the study and are selected using random sampling method.

The study is based on both primary data and secondary data. The primary data collected is analyzed using descriptive statistics like mean, standard deviation and graphs. In order to draw inferences, inferential statistics like Pearson's correlation, t-test and ANOVA are used wherever applicable. Secondary data is also collected from various sources like journals, books, websites, etc.

V. DATA ANALYSIS AND DISCUSSION

1. General Enterprising Tendency (GET) Score

Table 2: enterprising tendency score of college students

| Measures | Need for achievement | Need for autonomy | Creative tendency | Calculated risk taking | Drive and determination | Total score |
|----------------|----------------------|-------------------|-------------------|------------------------|-------------------------|-------------|
| No. of cases | 1015 | 1015 | 1015 | 1015 | 1015 | 1015 |
| Mean | 6.7675 | 2.8985 | 6.3852 | 6.8414 | 7.1586 | 30.0512 |
| Std. Deviation | 1.67683 | 1.15920 | 1.85212 | 1.70029 | 1.91317 | 4.78114 |

(Source: Primary data)

The above table shows that the mean general enterprising tendency score of college students in Mizoram is 30.0512 which is in the range of medium enterprising tendency. This score implies that the respondents are likely to have strengths in some of the enterprising characteristics and may be enterprising in some contexts. The mean scores for need for achievement, need for autonomy, creative tendency, calculated risk taking and drive and determination are all below the standard average scores.

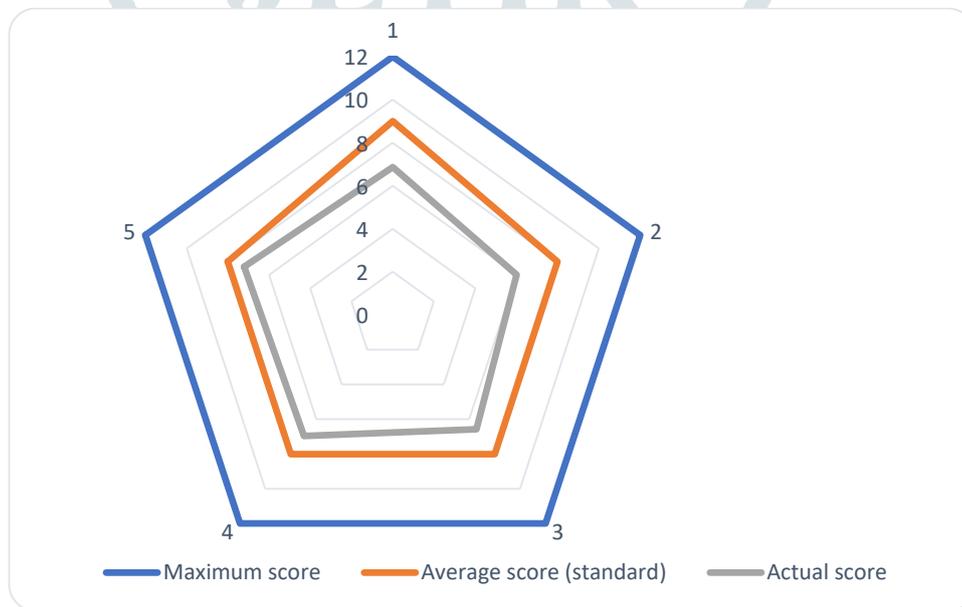


Figure 1: general enterprising tendency map of college students in Mizoram

The above figure also shows that the mean scores in each entrepreneurial characteristics – need for achievement (1), need for autonomy (2), creative tendency (3), calculated risk taking (4) and drive and determination (5) of college students in Mizoram are all below standard average scores. Among the five entrepreneurial characteristics, the respondents scored highest (nearest to average score) in drive and determination.

2. Gender and GET Scores

Table 3: gender wise general enterprising tendency score

| Gender of respondents | | Need for achievement | Need for autonomy | Creative tendency | Calculated risk taking | Drive and determination | Total score |
|-----------------------|----------------|----------------------|-------------------|-------------------|------------------------|-------------------------|-------------|
| Male | Mean | 6.8008 | 2.9303 | 6.4741 | 7.0956 | 7.1255 | 30.4263 |
| | No. of cases | 502 | 502 | 502 | 502 | 502 | 502 |
| | Std. Deviation | 1.70714 | 1.16036 | 1.85780 | 1.70089 | 1.88231 | 4.86315 |
| Female | Mean | 6.7324 | 2.8652 | 6.2969 | 6.5918 | 7.1875 | 29.6738 |
| | No. of cases | 512 | 512 | 512 | 512 | 512 | 512 |
| | Std. Deviation | 1.64831 | 1.15840 | 1.84575 | 1.66563 | 1.94443 | 4.67381 |

(Source: Primary data)

There are 502 male respondents and 512 female respondents in this study. The table above shows that male respondents studying in colleges have higher mean general enterprising tendency score (30.4263) than female respondents (29.6738), and also scored better in all characteristics except in drive and determination.

2.1 Is there any significant difference between male and female respondents studying in colleges in Mizoram with regards to GET scores?

A parametric t-test was run to observe any significant difference between genders for the tendencies. The results are as follows:

Table 4: test of significant difference between genders

| Traits | t | df | Sig. |
|-------------------------|-------|------|------|
| Need for achievement | .649 | 1012 | .517 |
| Need for autonomy | .893 | 1012 | .372 |
| Creative tendency | 1.524 | 1012 | .128 |
| Calculated risk taking | 4.766 | 1012 | .000 |
| Drive and determination | -.516 | 1012 | .606 |
| Total score | 2.512 | 1012 | .012 |

(Source: Primary data)

It is observed from table 4 that among college students in Mizoram, there is statistically significant difference between genders in 'risk taking' and 'general enterprising tendency'. Since t is +ive for both tendencies, the male respondents significantly score better than their female counterpart in risk taking and overall general enterprising tendency. This implies that male college students take more or are willing to take more risks than female college students.

3. Stream of study and GET Scores

Table 5: subject wise general enterprising tendency score

| Subject course taken by respondents | | Need for achievement | Need for autonomy | Creative tendency | Calculated risk taking | Drive and determination | Total score |
|-------------------------------------|----------------|----------------------|-------------------|-------------------|------------------------|-------------------------|-------------|
| Arts | Mean | 6.5863 | 2.8491 | 6.1913 | 6.5863 | 7.0389 | 29.2519 |
| | No. of cases | 643 | 643 | 643 | 643 | 643 | 643 |
| | Std. Deviation | 1.67906 | 1.18293 | 1.84250 | 1.68277 | 1.95830 | 4.73819 |
| Science | Mean | 7.1314 | 3.0286 | 6.6800 | 7.2914 | 7.4057 | 31.5371 |
| | NO. Of cases | 175 | 175 | 175 | 175 | 175 | 175 |
| | Std. Deviation | 1.69851 | 1.03629 | 1.88777 | 1.68519 | 1.79750 | 4.84561 |
| Commerce | Mean | 7.0355 | 2.9442 | 6.7563 | 7.2741 | 7.3299 | 31.3401 |
| | No. of cases | 197 | 197 | 197 | 197 | 197 | 197 |
| | Std. Deviation | 1.56615 | 1.17887 | 1.76748 | 1.60547 | 1.83719 | 4.25957 |

(Source: Primary data)

Table 5 shows that among arts, science and commerce students in colleges of Mizoram, students studying science subject scored highest mean general enterprising tendency score (31.5371), followed by commerce students with a mean score of 31.3401 and then arts students with a score of 29.2519.

3.1. Is there any significant difference between respondents studying different subjects in colleges in Mizoram with regards to GET scores?

A one-way ANOVA was run to observe whether there are any significant differences between streams of studies and GET scores.

Table 6: test of significant difference between stream of study

| Traits | F | Sig. | Whether there are any differences 'between stream of study'? |
|-------------------------|--------|------|---|
| Need for achievement | 10.588 | .000 | Between Arts and Science Between Arts and Commerce No difference between Science and Commerce |
| Need for autonomy | 1.840 | .159 | None |
| Creative tendency | 9.866 | .000 | Between Arts and Science Between Arts and Commerce No difference between Science and Commerce |
| Calculated risk taking | 20.505 | .000 | Between Arts and Science Between Arts and Commerce No difference between Science and Commerce |
| Drive and determination | 3.526 | .030 | None |
| Total score | 25.797 | .000 | Between Arts and Science Between Arts and Commerce No difference between Science and Commerce |

(Source: Primary data)

From table 6, it can be concluded that in most entrepreneurial traits, science and commerce subject students have no significant difference in their enterprising tendencies while arts subject students perform differently compared to science and commerce students.

4. Family Occupational Background and GET Scores

A one-way ANOVA was run to observe whether there are any significant differences between respondents of different family occupational background and GET scores.

Table 7: Test of Significant Difference between family occupational backgrounds

| Traits | F | Sig. | Whether there are any differences between different family occupational background? |
|-------------------------|-------|------|---|
| Need for achievement | 2.958 | .052 | Between Govt. Servant and Self employed No difference between Govt. Servant and Business No difference between Business and Self employed |
| Need for autonomy | 2.355 | .095 | None |
| Creative tendency | 1.987 | .138 | None |
| Calculated risk taking | .244 | .783 | None |
| Drive and determination | 2.149 | .117 | None |
| Total score | 4.994 | .007 | Between Govt. Servant and Self employed No difference between Govt. Servant and Business No difference between Business and Self employed |

(Source: Primary data)

Table 7 shows that there is a significant difference in general enterprising tendency between students having family of government employees and family who are self-employed in various ways.

5. Correlation between Age of Respondents and Enterprising Tendency

Table 8: correlation between age and enterprising tendency

| Name of test | Need for achievement | Need for autonomy | Creative tendency | Calculated risk taking | Drive and determination | Total score |
|---------------------|----------------------|-------------------|-------------------|------------------------|-------------------------|-------------|
| Pearson Correlation | -.042 | -.021 | -.066 | -.038 | -.016 | -.066 |
| Sig. | .189 | .500 | .038 | .230 | .606 | .039 |

(Source: Primary data)

It is observed from the above table that correlation between age of respondents and general enterprising tendency is negative (-.066) and significant at 0.05 level (2-tailed). This implies that with the increase in age of college students in Mizoram, their enterprising tendency tends to decrease. Correlation between age of students and their enterprising tendency is also negative for all the five entrepreneurial characteristics. However, negative correlation between age and these five characteristics is significant only for creative tendency.

VI. FINDINGS

- The mean general enterprising tendency score of college students in Mizoram is 30.0512 which is in the range of medium enterprising tendency.
- Among the five entrepreneurial characteristics, the respondents scored highest (nearest to average score) in drive and determination.
- Male respondents studying in colleges have higher mean general enterprising tendency score than female respondents, and also scored better in all characteristics except in drive and determination.
- There is statistically significant difference between genders in 'risk taking' and 'general enterprising tendency'. Since t is +ive for both tendencies, the male respondents significantly score better than their female counterpart in risk taking and overall general enterprising tendency.
- Among arts, science and commerce students in colleges of Mizoram, students studying science subject scored highest mean general enterprising tendency score, followed by commerce students and arts students.
- Science and commerce subject students have no significant difference in their enterprising tendencies while arts subject students perform differently compared to science and commerce students.
- There is a significant difference in general enterprising tendency between students having family of government employees and family who are self-employed in various ways.
- Correlation between age of respondents and general enterprising tendency is negative.

VII. CONCLUSION

Data analysis and findings from the study reveals that college students in Mizoram state have a medium enterprising tendency as per General Enterprising Tendency (GET) test developed by Sally Caird and Cliff Johnson in 1988, This medium score in enterprising tendency implies that undergraduate students in Mizoram studying in various colleges in average possessed some entrepreneurial characteristics as defined by the test. The finding suggests that the respondents are likely to have strengths in some of the enterprising characteristics and may be enterprising in some contexts. Male students scored better compared to female students in enterprising tendency. Students studying Arts subjects scored lesser in their enterprising tendency in average compared to Science and Commerce students in Mizoram. In addition, there is a negative and significant correlation between age of the students and their enterprising tendency, implying that the respondents' level of enthusiasm and motivation to set up their own enterprises declines when their age increases. Therefore, it is suggested that proper entrepreneurial education should be provided at early levels of education.

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