

IMPACT OF FAMILY BACKGROUND, EXPERIENCE AGE, AND GENDER ON ENTREPRENEURIAL INTENTIONS

Abstract

The paper focuses on the Impact of Family Background, Experience Age, and Gender on Entrepreneurial Intentions. After studying the relevant literature a self administered questionnaire was prepared comprised of two sections. Requisite information has been gathered from both primary and secondary sources. The sample frame for this study included students who were pursuing their master degree in commerce, economics and management. Appropriate statistical tools have been applied to process and analyze the data which revealed some useful insights related to entrepreneurial intentions. The analysis found that, they want to establish their own identity like an entrepreneur; their family background significantly influences their entrepreneurial motive. Future research can explore others predictors of entrepreneurial intentions.

Keywords: Intention, Innovation, Autonomy.

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I. INTRODUCTION

Entrepreneurial intentions are the intent of an individual to start new business. It is a reliable predictor or measure of entrepreneurial behavior and entrepreneurial activities. It shows about the mind that directs and guides the individual actions towards the betterment and the implementation of new business meaning. It can be viewed as the intention of an individual to perform new venture creation behavior or action (Kruegar et al., 2000; Bird, 1988; Grundsten, 2004). Katz and Gartner (1988) defined that the entrepreneurial intention as the search engine for the information that can be used and help to achieve the goal of venture creation. The formation of entrepreneurial intentions by the individual depends on the perceived desirability and the perceived feasibility of the entrepreneurial behavior (Kruegar & Brazeal, 1994). Perceived desirability of an action depend upon the individual attitudes towards the outcomes of that action in entrepreneurial action. It has been examined from three main view points, which focus respectively on the individual human capital, individual cognitions and motivations and perceived self efficacy. Environmental factors can also facilitate entrepreneurial activities. It plays an important role in the creation of person intentions to start new venture. These affective environmental factors would have greater impact on person's decision to opt for self employment (Luthje and Franke (2003). The role of the Family members in business serve as model to be imitated by would be an entrepreneur. Apart from the family and other Aquitaine, society also plays an important role that can promote a person's entrepreneurial intentions. Other factor is social norms which represent the attitudes of individuals towards entrepreneurship. Surrounding community Positive attitudes of the concerned with entrepreneurship are likely to promote ones desire to engage in entrepreneurial activities (Raijman, 2001; Grundsten, 2004; Matthews & Moser, 1996). It is an indicator of perceived desirability which depicts the person who finds the prospect to start a business. Encouraging entrepreneurship is effective for the creation of jobs, increasing products and alleviating poverty. It influences the person capabilities and attitudes which shows their tendency to involve in entrepreneurial activities. Person's family background, their social environment also influences him/her on entrepreneurial intentions. The fruit of these efforts in the form of innovating ideas, risk taking, autonomy, self-efficacy, more proactive through their interaction, good relation, trust on each other and to cooperate and coordinate with everyone. If they have entrepreneurial potential, it will lead to intentions to start new business.

II. REVIEW OF ENTREPRENEURIAL INTENTIONS LITERATURE

Hunjra et al. (2011) examined the entrepreneurial intentions among the graduate young students to create new ventures. **Lee et al. (2011)** examined the individual and organisational factors that affect the level of job satisfaction which in turn, affects entrepreneurial intentions. Data were obtained from two sources. **Mustaq et al. (2011)** determined the entrepreneurial intention among the students who attended course on management and entrepreneurship. **Pihie and Bagheri (2011)** examined the entrepreneurial attitude and entrepreneurial self-efficacy among secondary school students in Malaysia. **Tamizhari and Panchanatham (2010)** studied the nature and level of relationship between the demographic variables and attitudes of an entrepreneur. **Nasuridin et al. (2009)** examined a model by using perceived desirability as a mediator between affective environment factors and entrepreneurial intentions. **Linan (2008)** studied the role of different perceptions on

the individual's intention to become an entrepreneur. **Wilson et al. (2007)** explored the relationship between entrepreneurial self efficacy and entrepreneurial Intentions.

III. OBJECTIVES OF THE STUDY

After reviewing the above literature the purpose of the study is to find the impact of age, gender, family background, experience on entrepreneurial intentions and on the basis of that hypothesis also formulated.

Self employment experience is directly related with entrepreneurial intentions of students (Raijman, 2001). It has been found that exposure of family business serves as an important inter generational influence on intentions to become entrepreneur (Carr & Sequeira (2007). Family members in business become symbol for entrepreneur and source of financial and non-financial help. Similarly financial resources in the family have direct bearing on entrepreneurial intentions. Students with intentions to become entrepreneur are observed to be more qualified than non- entrepreneurial behavior individuals. Family implication on emergence of start business, opportunity recognition, decisions regarding start up and to mobilize resources (Aldrich & Cliff, 2003).

HYP 1: Family Business has significant impact on students entrepreneurial intention:

Those entrepreneurs who have entrepreneurial experience can create higher profits from entrepreneurial business (Jo & Lee, 1996). It is the source of entrepreneurial attitudes and overall intentions to become an entrepreneur (Souitaris et al., 2007). Previous research helps to exposure the business and what level of exposure inclines students to become an entrepreneur (Ahmed et al., 2010).

HYP 2: Experience have significant impact on students entrepreneurial intention: Age develop the entrepreneurial intentions of the person. It increases the person attitudes towards entrepreneurship (Tamizharsi & Panchanatham 2010)

HYP 3: Age have significant impact on Students entrepreneurial intention: Traditionally, men are over represented in new ventures compared to women (Davisson 2006). Brush (1992) also found that men are more inclined towards entrepreneurial business than women with similar background. A large number of researches proved that women face more difficulties in venturing process as compared to their male counterparts. It also revealed that in arranging capital to start or to support their business women entrepreneurs face more difficulties (Fay & Williams, 1993). For male resources and the facilities are easily available that increase their intentions.

Research has indicated that success rate for women entrepreneurs is very less and they face slower rate of growth, low profits. Gender influences the entrepreneurial intentions of women and men to involve and pursue entrepreneurial activities as their career (Gupta et al., 2008). Above discussion led to following hypothesis:

HYP 4: Entrepreneurial intentions of male students are higher than female students.

IV. SOURCES OF DATA

Requisite information for this research has been gathered from both primary and secondary sources. First hand information collected from business student through a questionnaire and secondary sources are obtained through internet, books, journal and research articles. These sources provided meaningful information related to study.

V. RESULTS OF THE STUDY

HYP1: Family Business has stronger impact on Students entrepreneurial intentions: SEM has been proved that the family background influence the entrepreneurial intentions ($p < 0.001$). So, the hypothesis stands accepted.

HYP2: Experience has stronger impact on Students entrepreneurial intentions: The relationship between experience and entrepreneurial intentions was insignificant ($p > 0.05$). Hence, the hypothesis stands rejected.

HYP3: Age has stronger impact on Students entrepreneurial intentions: This hypothesis has been checked through SEM. The relationship of age and entrepreneurial intention was found insignificant ($p > 0.05$) which lead to rejection of this hypothesis.

HYP4: Entrepreneurial intention of male Students is higher than female: Independent t-test has been applied to test difference in entrepreneurial intentions of males and females. Result revealed there is no significant difference between male and female ($t = 1.24$, $p > 0.05$). Hypothesis stands rejected.

VI. FINDINGS OF THE STUDY

They want to establish their own identity like an entrepreneur. Their family background significantly influences their entrepreneurial motive. They gather more information about entrepreneurial process. They show high intent towards establishing a venture.

VII. IMPLICATIONS OF THE STUDY

- Problem: Moderate intention to be an entrepreneur
- Problem: Lack of motivation to start enterprise

VIII. FUTURE RESEARCH

Other predictors of Entrepreneurial Orientation and Entrepreneurial Intention viz., personality factors, mentoring, can be explored.

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