A Comparative Study on Inclination Towards Entrepreneurship Among Male and Female Management Students in Semi Urban Towns With Special Reference to Kanchipuram

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Abstract

The government of India has taken lot of initiatives like Start up India, Institutional Innovation Council, and encouraging incubators with the priority of creating entrepreneurs across all communities. Whether these are first generation entrepreneurs or next generation entrepreneurs from traditional family businesses, today there are lot of platforms available to promote entrepreneurship starting from the institutional level and then there are other sources to develop them further. This paper was an attempt to identify the inclination of management graduates towards entrepreneurship and further we also attempted to do a comparative study of ambition and its influencing factors in semi urban town. This paper analysed students' opinion about entrepreneurship, the challenging factors, the inspiration and role played by the institution, internet etc. The study has revealed a better picture where students have a zeal for entrepreneurship and have better understanding about it.

Keywords : **Entrepreneurship, female entrepreneurs, inclination of entrepreneurship, social media for entrepreneurship, suburban**

Paper Submission Date : June 2, 2020 ; Paper Sent Back for Revision : June 17, 2020 ; Paper Acceptance Date : June 18, 2020

An entrepreneur is defined as someone who has the ability and desire to establish, administer, and succeed in a startup venture along with risk entitled to it to make profits. The best example of entrepreneurship is the starting of a new business venture. Entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old ones with new inventions.

Four Types of Entrepreneurship

- Small business entrepreneurship
- Scalable start-up entrepreneurship
- Large company entrepreneurship
- Social entrepreneurship

Aspiring entrepreneurs of today are technologically precocious. They are comfortable with new technologies and are

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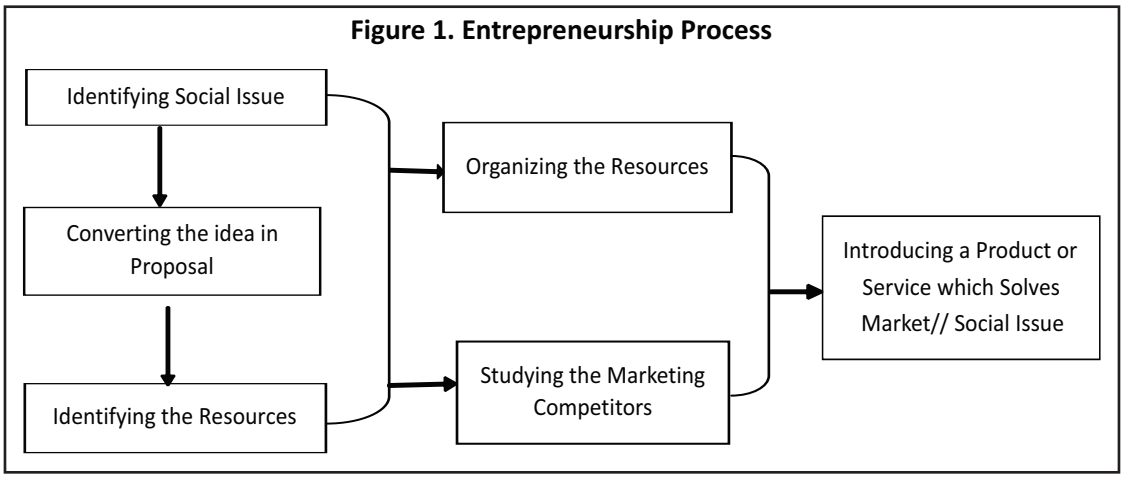
DOI : 10.17010/amcije/2020/v3i2-3/153647



not fearful of change and the radical shifts that new technologies can bring. Young people are at home with computers and all sorts of consumer electronics. Even beyond their technical competency, young people are immersed in technology and have internalized its power (Dollinger, 2008).

Entrepreneurship is necessarily open for all. Production involving purchase of resources and sale of the product is necessarily competitive but resource ownership is monopolistic in character, where the resource is owned by the monopolist and this may be the course of production (Kirzner, 2015).

Literature witnessed that entrepreneurship education support to develop attitudes and behaviour in self-employment promotion, formation of new business, and interest in starting up a business (Sergeant, & Crawford, 2001). Entrepreneurship has historically been a vital contributor to the dynamism of American economic activity and has functioned as an important institution for marginalized races and communities (Sergeant, & Crawford, 2001).

An exponential interest in entrepreneurship studies has increased amongst both undergraduate and graduate students over the last decade (Solomon, Weaver, & Fernald, 2005).

Research findings support the argument that household social resources, which are emphasized in the sociological literature are less salient than are economic factors such as human capital attributes in developing entrepreneurship. These results indicate that household social resources are not significant factors for Whites or for African Americans in determining the likelihood of their becoming self-employed (Smith, 2005).

Entrepreneurship in India

The GEDI 2018 Global Entrepreneurship Index prepared a ranking of 137 countries. Countries are ranked on 14 criteria: opportunity perception (whether the population can identify opportunities to start a business); start-up skills; risk acceptance; networks; cultural support; opportunity start-up (whether entrepreneurs are motivated by opportunity rather than necessity); technology absorption; human capital; competition; product innovation; process innovation; high growth (business intention to grow); internationalisation, and risk capital availability.

According to GEDI, India is ranked 68th out of 137 countries, a "middling" performance. As per the Asia Pacific region, India is again in the middle position (14th out of 28 countries). The leading regional players are Australia, Hong Kong, and Taiwan at first, second, and third positions respectively. It is noteworthy that India falls below China (9th) and more established regional economies such as Korea (4th), and Japan (6th) in the region.

The performance by specific criteria also makes for an interesting viewing. India's strength areas where its performance is above its overall score are in product and process innovation, internationalisation, opportunity start-up, risk acceptance, opportunity perception, and robust competition in the marketplace. Its performance on human capital is broadly at par with its overall performance.

Various Measures by Government of India to Promote Entrepreneurship

(a) Make in India : Make in India, a type of Swadeshi movement covering 25 sectors of the Indian economy was launched by Government of India on September 25, 2014 to encourage companies to manufacture their products in India and enthuse with dedicated investments into manufacturing.

(b) Stand up India : Stand-Up India was launched by Government of India on April 5, 2016 to support entrepreneurship among women and SC & ST communities. It is similar to but distinct from Startup India. Both are enablers and beneficiaries of other key government of India schemes, such as Make in India, industrial corridor, dedicated freight corridor, Sagarmala, Bharatmala, UDAN-RCS, Digital India, BharatNet, and UMANG.

(c) Startup India : Startup India is an initiative of the Government of India. The campaign was first announced by Narendra Modi, Prime Minister of India during his August 15, 2015 address from the Red Fort in New Delhi.

(d) AIM Platform : Atal Innovation Mission (AIM) is government of India's flagship initiative to promote a culture of innovation and entrepreneurship in the country. AIM's objective is to develop new programmes and policies for fostering innovation in different sectors of the economy, provide platform and collaboration opportunities for different stakeholders, create awareness, and create an umbrella structure to oversee innovation ecosystem of the country.

(e) Skills Development : Skill India or the National Skills Development Mission of India is a campaign launched by Prime Minister Narendra Modi. It is managed by the National Skills Development Corporation of India.

Kanchipuram

The major occupations of Kanchipuram are silk saree weaving and agriculture. As of 2008, an estimated 5,000 families were involved in saree production. The main industries are cotton production, light machinery and electrical goods manufacturing, and food processing. There are 25 silk and cotton yarn industries, 60 dyeing units, 50 rice mills, and 42 other industries in Kanchipuram. Other important occupations are tourism and service related segments like hotels, restaurants, and local transportation. Agricultural workers majorly work in paddy fields.

Kanchipuram is a traditional centre of silk weaving and handloom industries for producing Kanchipuram sarees. The industry is worth ₹100 crore (US $18.18 million), but the weaving community suffers from poor marketing techniques and duplicate market players. In 2005, Kanchipuram silk sarees received the Geographical Indication tag, the first product in India to carry this label. Kanchipuram is a small town near Chennai whose main attractions are tourism, silk, and agriculture. So, there is a huge potential for young entrepreneurs to start a new venture and take the traditional business into a new era.

Review of Literature

Keat, Selvarajah, and Meyer (2011) investigated the inclination towards entrepreneurship among university students in the northern region of the Peninsular Malaysia. Specifically, it aimed at examine the relationship between entrepreneurship education and inclination towards entrepreneurship. The influence of demographic characteristics and family business background on university students' inclination towards entrepreneurship was also examined. An empirical test carried out on the data gathered from questionnaires demonstrated that two entrepreneurship education variables were found to have statistically significant relationship on the inclination towards entrepreneurship. In the meantime, two demographic variables and a family business background variable had an effect on university students' inclination towards entrepreneurship. Finally, based on the findings, the implications of the study were forwarded.

Mustapha and Selvaraju (2015) investigated the factors associated with entrepreneurial inclination among undergraduate students in Malaysian universities. Among others, the influence of personal attributes, family and peers, and entrepreneurship education on students' inclination towards entrepreneurship were examined. Self-administered questionnaires were distributed to accounting students at three public universities in Klang Valley. About 178 questionnaires were completed and were found to be usable for the purpose of the study. Hierarchical multiple regression analysis and *t*-tests were employed to analyse the data. The results of the study indicated that the respondents had a positive inclination towards entrepreneurship. The hierarchical regression results showed that personal characteristics, family influence, and entrepreneurial education had a positive and significant influence on students' intention to be entrepreneurs when the variables were added to the equation. However, gender is not an important factor in influencing the students to choose entrepreneurship as their future career pathway.

Mahajar and Yunus (2012) explored the inclination towards entrepreneurship among university Pendidikan Sultan Idris students. The population for the study was UPSI's final year students from faculty of business and economic. Entrepreneurship course was introduced as a core subject in the areas of business programme. This course is made compulsory for all business undergraduate's students. The total population in his study was 181. The respondents were selected by using simple random sampling. Descriptive analysis (such as frequencies, mean, and standard deviation) were used to analyze the respondents' demographic characteristics such as age, race, religion, educational level, and work experience. Descriptive analysis (frequencies, percentages, means) and inferential analysis (one-way ANOVA) were employed to analyze the data. In his study, it was discovered that there were two aspects of demographics that were qualification and programmes of study that showed a relationship and had a positive significant influence on inclination towards entrepreneurship.

According to Patel and Chavda (2013), rural entrepreneurship is now a days a major opportunity for people who migrate from rural areas or semi -urban areas to urban areas. On the contrary, it is also a fact that the majority of rural entrepreneurs are facing many problems due to non-availability of primary amenities in rural areas of a developing country like India. Lack of education, financial problems, and insufficient technical and conceptual ability makes it too difficult for rural entrepreneurs to establish industries in rural areas. This paper made an attempt to find out problems and challenges for the potentiality of rural entrepreneurship. It also focused on the major problems faced by rural entrepreneurs especially, in the fields of marketing of products, financial amenities, and other primary amenities, that is, availability of electricity, water supply, transport facilities, and required energy etc.

Trivedi (2017) said that although literature on entrepreneurship increasingly focused on intention-based models, not much emphasis had been laid on understanding the combined effect of contextual and situational factors along with support of university environment on the formation of entrepreneurial intention among students. In an effort to make up for this shortfall, by taking Theory of Planned Behavior as a basic framework, the study soug to understand the influence of three of the most important factors viz. (a) endogenous barriers, (b) exogenous environment, and (c) university environment and support on entrepreneurial intention among management students. The study sample consisted of 1,097 students, wherein 526 students were from India, 252 from Singapore, and 319 were from Malaysia. The results indicated that along with positive attitude and perceived behavioral control that directly influenced entrepreneurial intention, university environment, support, and exogenous environment also have an indirect but significant impact on shaping of entrepreneurial intention among students. With this, it was found that exogenous environment was found to have a negative relationship with both attitude towards behaviour, and perceived behavioral control for all three countries.

Abdullah and Samah (2014) attempted to determine factors affecting inclination towards agricultural entrepreneurship among students in agriculture learning institutes.

Scarborough and Zimmerer (2003) indicated that small businesses accounted for 98.5% of all businesses; 75.8% of the nation's new jobs; 52% of the private sector workforce; 51% of private sector GDP; and 47% of business sales. These facts provided evidence that small businesses were important for the health of the U.S. economy.

Souitaris, V., & Zerbinati et al. (2007) tested the effect of entrepreneurship programmes on entrepreneurial attitudes and intentions of science and engineering students. This was necessary in order to confirm (or disconfirm) conventional wisdom that entrepreneurship education increases the intention to start a business.

Objective of the Study

- To study the inclination and perception of students towards entrepreneurship.
- To compare the impact of relationship between entrepreneurial ambition and influence of family background of male and female students..
- To analyse the sources of motivation among male and female students.
- To understand opinion of students on entrepreneurship, and compare the impact between male and female students.

Research Methodology

The primary objective was to study inclination towards entrepreneurship between male and female management students in semi urban towns with special reference to Kanchipuram town. The research design for this study was descriptive in nature. Data were collected on the basis of convenience Sampling. A sample of 102 respondents from various colleges offering M.B.A. program in Kanchipuram town was chosen. 102 responses were received with 48% male and 52% female. Most respondents were from Arts background with 63.7% (Table 1). Data were collected during May 2020. Simple percentage analysis, and Chi-Square test were used for analysing the data.

Data Analysis and Interpretation

Table 1 shows the demographic profile and other factors. Table 2 shows gender wise distribution of sample profile. Tables 3 to 10 show the results of various tests conducted on the sample.

Table 1. Demographic Profile and Other Factors

		Frequency	Percent
Gender	Male	49	48.0
	Female	53	52.0
	Total	**102**	**100.0**
Under graduation	Arts	65	63.7
	Computer science	30	29.4
	Engineering	6	5.9
	Science	1	1.0
	Total	**102**	**100.0**
Father's profession	Agriculture	33	32.4
	Business	15	14.7
	Govt. employee	9	8.8
	Joint family business	2	2.0
	Others	33	32.4
	Private employee	10	9.8
	Total	**102**	**100.0**
Mother's profession	Agriculture	3	2.9
	Business	2	2.0
	Government employee	2	2.0
	Home maker	84	82.4
	Others	9	8.8
	Private employee	2	2.0
	Total	**102**	**100.0**

Work experience	No	84	82.4
	Yes	18	17.6
	Total	**102**	**100.0**
If yes...years of experience	1	7	6.9
	2	2	2.0
	3	5	4.9
	4	1	1.0
	5	2	2.0
	6	1	1.0
	Total	**18**	**17.6**
My opinion about entrepreneurship	Do not want to be answerable to some one	12	11.8
	Gives high societal respect	13	12.7
	I will decide my work schedule	16	15.7
	Lot of earning	13	12.7
	Want to be a boss	17	16.7
	Want to be a role model for others	31	30.4
	Total	**102**	**100.0**
I am worried about my decision about entrepreneurship because of	Family issues	27	26.5
	Fear about societal opinion	11	10.8
	I am not from business family	23	22.5
	May lose professional career	2	2.0
	No sufficient capital available	39	38.2
	Total	**102**	**100.0**
I read lot of success stories from internet and that motivates me to become an entrepreneur	Agree	50	49.0
	Disagree	8	7.8
	Neutral	25	24.5
	Strongly agree	11	10.8
	Strongly disagree	8	7.8
	Total	**102**	**100.0**
If not now, definitely one day I will become an entrepreneur (1: Min, 5: Max)	1	3	2.9
	2	3	2.9
	3	23	22.5
	4	22	21.6
	5	51	50.0
	Total	**102**	**100.0**
Other then my curriculum I also read about entrepreneurship from	None	2	2.0
	Books	5	4.9
	Internet	36	35.3
	MOOC courses	2	2.0
	Part time courses from other institutions/universities	4	3.9
	Social media	53	52.0
	Total	**102**	**100**
I believe online MOOC courses will help in attaining more knowledge about entrepreneurship	Doesn't impact much	10	9.8
	Less helpful	16	15.7
	Moderately	42	41.2
	Helpful	17	16.7
	Highly helpful	17	16.7
	Total	**102**	**100.0**
Role models and success stories	Doesn't impact much	5	4.9

improve my confidence about entrepreneurship	Less helpful	8	7.8
	Moderately	18	17.6
	Helpful	27	26.5
	Highly helpful	44	43.1
	Total	**102**	**100.0**
My inclination towards entrepreneurship	Considering entrepreneurship as a career	19	18.6
	Dream of starting something new	42	41.2
	Will start business after gaining experience	38	37.3
	Not considering entrepreneurship as a career	2	2.0
	Own a franchise which I believe safe bet	8	7.8
	Want to start a business but fear of failure	18	17.6
	Want to create job opportunities	20	19.6
I take entrepreneurship inspiration from	I think it is my responsibility	40	39.2
	Motivation from my college	36	35.3
	My friends/relatives	13	12.7
	My role model	19	8.6
	Public person	12	11.8

Table 2. Gender Wise Distribution of Sample Profile

		Gender			
		Male		Female	
		Frequency	Percent	Frequency	Percent
Under Graduation	Arts	30	61.2%	35	66.0%
	Computer Science	14	28.6%	16	30.2%
	Engineering	5	10.2%	1	1.9%
	Science	0	0.0%	1	1.9%
Father's Profession	Agriculture	21	42.9%	12	22.6%
	Business	5	10.2%	10	18.9%
	Government employee	2	4.1%	7	13.2%
	Joint family business	0	0.0%	2	3.8%
	Others	14	28.6%	19	35.8%
	Private employee	7	14.3%	3	5.7%
Mother's Profession	Agriculture	1	2.0%	2	3.8%
	Business	1	2.0%	1	1.9%
	Government employee	1	2.0%	1	1.9%
	Home maker	38	77.6%	46	86.8%
	Others	7	14.3%	2	3.8%
	Private employee	1	2.0%	1	1.9%
Work Experience	No	34	69.4%	50	94.3%
	Yes	15	30.6%	3	5.7%
My opinion about Entrepreneurship	Do not want to be answerable to some one	6	12.2%	6	11.3%
	Gives high societal respect	5	10.2%	8	15.1%
	I will decide my work schedule	7	14.3%	9	17.0%
	Lot of earning	8	16.3%	5	9.4%
	Want to be a boss	9	18.4%	8	15.1%
	Want to be a role model for others	14	28.6%	17	32.1%
I am worried about	Family issues	10	20.4%	17	32.1%

decision about	Fear about societal opinion	6	12.2%	5	9.4%
entrepreneurship	I am not from business family	8	16.3%	15	28.3%
because of	May lose professional career	0	0.0%	2	3.8%
	No sufficient capital available	25	51.0%	14	26.4%
I read lot of success	Strongly disagree	0	0.0%	8	15.1%
stories from internet and	Disagree	4	8.2%	4	7.5%
that motivates me to	Neutral	13	26.5%	12	22.6%
become an entrepreneur	Agree	27	55.1%	23	43.4%
	Strongly agree	5	10.2%	6	11.3%
If not now, definitely one	1	2	4.1%	1	1.9%
day I will become an	2	1	2.0%	2	3.8%
entrepreneur	3	7	14.3%	16	30.2%
(1: Min, 5: Max)	4	14	28.6%	8	15.1%
	5	25	51.0%	26	49.1%
Other than my curriculum,	Books	3	6.1%	2	3.8%
I also read about	Internet	13	26.5%	23	43.4%
entrepreneurship from	MOOC courses	2	4.1%	0	0.0%
	None	0	0.0%	2	3.8%
	Part time courses from other institutions/universities	3	6.1%	1	1.9%
	Social media	28	57.1%	25	47.2%
I believe online MOOC	Doesn't impact much	9	18.4%	1	1.9%
courses will help in attaining	Less helpful	7	14.3%	9	17.0%
more knowledge about	Moderately	20	40.8%	22	41.5%
entrepreneurship	Helpful	8	16.3%	9	17.0%
	Highly helpful	5	10.2%	12	22.6%
Role models and success	Doesn't impact much	3	6.1%	2	3.8%
stories improve my confidence	Less helpful	6	12.2%	2	3.8%
about entrepreneurship	Moderately	10	20.4%	8	15.1%
	Helpful	12	24.5%	15	28.3%
	Highly helpful	18	36.7%	26	49.1%

Table 3. Chi-Square Test Statistics for Association Between Opinion About Entrepreneurship and Gender

Chi-Square Tests			
	Value	***df***	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	1.830[a]	5	0.872
Likelihood Ratio	1.841	5	0.871
N of Valid Cases	102		

- **H1a :** There is a significant association between opinion about entrepreneurship and gender.

- **H2a :** There is a significant association between worry about decision regarding entrepreneurship and gender.

Since *p*-value 0.061 (Table 4) is greater than 0.05, there is no significant association between gender and worry about decision regarding entrepreneurship. However, there is significant association at 10% level of significance.

Table 4. Chi-Square Test Statistics for Association Between Worry About Decision Regarding Entrepreneurship and Gender

Chi-Square Tests			
	Value	***df***	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	8.996[a]	4	0.061
Likelihood Ratio	9.852	4	0.043
N of Valid Cases	102		

↳ **H3a :** There is a significant association between father's profession and opinion about entrepreneurship and gender.

Since *p*-value 0.003 (Table 5) is less than 0.05, there is significant association between father's profession and opinion about entrepreneurship. Further, *p*-value for both genders (Table 5) is also less than 0.05. Therefore, among both genders there is significant association between father's profession and opinion about entrepreneurship.

↳ **H4a :** There is a significant association between father's profession and worry about decision regarding entrepreneurship and gender.

Since *p*-value 0.01 (Table 6) is less than 0.05, there is significant association between father's profession and

Table 5. Chi-Square Test Statistics for Association Between Father's Profession and Opinion About Entrepreneurship and Gender

Chi-Square Tests				
	Gender	**Value**	***df***	**Asymp. Sig. (2-sided)**
Male	Pearson Chi-Square	35.264[b]	20	0.019
	Likelihood Ratio	39.937	20	0.005
	N of Valid Cases	49		
Female	Pearson Chi-Square	43.640[c]	25	0.012
	Likelihood Ratio	39.610	25	0.032
	N of Valid Cases	53		
Total	Pearson Chi-Square	48.788[a]	25	0.003
	Likelihood Ratio	49.054	25	0.003
	N of Valid Cases	102		

Table 6. Chi-Square Test Statistics for Association Between Father's Profession and Worry About Decision Regarding Entrepreneurship and Gender

Chi-Square Tests				
	Gender	**Value**	***df***	**Asymp. Sig. (2-sided)**
Male	Pearson Chi-Square	13.348[b]	12	0.344
	Likelihood Ratio	13.214	12	0.354
	N of Valid Cases	49		
Female	Pearson Chi-Square	39.375[c]	20	0.006
	Likelihood Ratio	41.520	20	0.003
	N of Valid Cases	53		
Total	Pearson Chi-Square	37.431[a]	20	0.010
	Likelihood Ratio	37.837	20	0.009
	N of Valid Cases	102		

profession and worry about decision regarding entrepreneurship. The *p*-value for females 0.006 (Table 6) is also less than 0.05. So, there is a significant association between father's profession and worry about decision regarding entrepreneurship among female students, whereas *p*-value for males 0.344 (Table 6) is greater than 0.05. So, there is no significant association between father's profession and worry about decision regarding entrepreneurship among male students.

↳ **H5a :** There is a significant association between mother's profession and opinion about entrepreneurship and gender.

Since, *p*-value 0.003 (Table 7) is less than 0.05, so there is significant association between mother's profession and opinion about entrepreneurship. Further, *p*-value for females (Table 7) is also less than 0.05. So, there is significant association between mother's profession and opinion about entrepreneurship among female students but *p*-value of male students 0.144 (Table 7) is more than 0.05. It shows that there is no significant association between mother's profession, and opinion about entrepreneurship among male students.

↳ **H6a :** There is a significant association between mother's profession and worry about decision regarding entrepreneurship and gender.

Table 7. Chi-Square Test Statistics for Association Between Mother's Profession and Opinion About Entrepreneurship and Gender

Chi-Square Tests				
	Gender	**Value**	***df***	**Asymp. Sig. (2-sided)**
Male	Pearson Chi-Square	32.510[b]	25	0.144
	Likelihood Ratio	23.951	25	0.522
	N of Valid Cases	49		
Female	Pearson Chi-Square	52.239[c]	25	0.001
	Likelihood Ratio	30.569	25	0.204
	N of Valid Cases	53		
Total	Pearson Chi-Square	48.692[a]	25	0.003
	Likelihood Ratio	40.366	25	0.027
	N of Valid Cases	102		

Table 8. Chi-Square Test Statistics for Association Between Mother's Profession and Worry About Decision Regarding Entrepreneurship and Gender

Chi-Square Tests				
	Gender	**Value**	***df***	**Asymp. Sig. (2-sided)**
Male	Pearson Chi-Square	17.582[b]	15	0.285
	Likelihood Ratio	16.932	15	0.323
	N of Valid Cases	49		
Female	Pearson Chi-Square	25.422[c]	20	0.186
	Likelihood Ratio	20.313	20	0.439
	N of Valid Cases	53		
Total	Pearson Chi-Square	17.676[a]	20	0.609
	Likelihood Ratio	19.854	20	0.467
	N of Valid Cases	102		

Since *p*-value 0.609 (Table 8) is greater than 0.05, there is no significant association between mother's profession and worry about decision regarding entrepreneurship. Further, *p*-value for both genders (Table 8) is also greater than 0.05. So, among both genders, there is no significant association between mother's profession and worry about decision regarding entrepreneurship.

↳ **H7a :** There is a significant association between reading success stories to become an entrepreneurship and worry about decision regarding entrepreneurship and gender.

Since, *p*-value 0.941 (Table 9) is greater than 0.05. So, there is no significant association between reading success stories to become an entrepreneur and worry about decision regarding entrepreneurship. Further, *p*-value for both genders (Table 9) is also greater than 0.05, So among both genders, there is no significant association between reading success stories to become an entrepreneur and worry about decision regarding entrepreneurship.

↳ **H8a :** There is a significant association between reading success stories to become an entrepreneur and opinion about entrepreneurship and gender.

Table 9. Chi-Square Test Statistics for Association Between Reading Success Stories to Become an Entrepreneur and Worry About Decision Regarding Entrepreneurship and Gender

Chi-Square Tests				
	Gender	**Value**	***df***	**Asymp. Sig. (2-sided)**
Male	Pearson Chi-Square	7.066[b]	9	0.630
	Likelihood Ratio	8.713	9	0.464
	N of Valid Cases	49		
Female	Pearson Chi-Square	14.193[c]	16	0.584
	Likelihood Ratio	16.894	16	0.392
	N of Valid Cases	53		
Total	Pearson Chi-Square	8.247[a]	16	0.941
	Likelihood Ratio	10.825	16	0.820
	N of Valid Cases	102		

Table 10. Chi-Square Test Statistics for Association Between Reading Success Stories to Become an Entrepreneur and Opinion About Entrepreneurship and Gender

Chi-Square Tests				
	Gender	**Value**	***df***	**Asymp. Sig. (2-sided)**
Male	Pearson Chi-Square	11.665[b]	15	0.704
	Likelihood Ratio	14.294	15	0.503
	N of Valid Cases	49		
Female	Pearson Chi-Square	38.105[c]	20	0.009
	Likelihood Ratio	36.199	20	0.015
	N of Valid Cases	53		
Total	Pearson Chi-Square	26.253[a]	20	0.158
	Likelihood Ratio	29.427	20	0.080
	N of Valid Cases	102		

Since *p*-value 0.158 (Table 10) is greater than 0.05, there is no significant association between reading success stories to become an entrepreneur and opinion about entrepreneurship. Further, *p*-value for male students (Table 10) is also greater than 0.05. So, among male students, there is no significant association between reading success stories to become an entrepreneur and opinion about entrepreneurship. However, *p*-value 0.009 (Table 10) is less than 0.05 among female students. There is significant association between reading success stories to become an entrepreneur and opinion about entrepreneurship.

Table 11. Summary of Hypotheses

Association	Overall	Male	Female
Father's profession and opinion about entrepreneurship	Null hypothesis rejected	Null hypothesis rejected	Null hypothesis rejected
Father's profession and worry about decision regarding entrepreneurship	Null hypothesis rejected	Null hypothesis accepted	Null hypothesis rejected
Mother's profession and opinion about entrepreneurship	Null hypothesis rejected	Null hypothesis accepted	Null hypothesis rejected
Mother's profession and worry about decision regarding entrepreneurship	Null hypothesis accepted	Null hypothesis accepted	Null hypothesis accepted
Reading success stories to become a entrepreneurship and worry about decision regarding entrepreneurship	Null hypothesis accepted	Null hypothesis accepted	Null hypothesis accepted
Reading success stories to become a entrepreneurship and opinion about entrepreneurship	Null hypothesis accepted	Null hypothesis rejected	Null hypothesis accepted

Table 12. Factors Influencing Entrepreneurship Among Genders

Particulars	Overall	Male	Female
My opinion about entrepreneurship (Table 2)	Want to be a role model for others	Want to be a role model for others	Want to be a role model for others
I am worried about my decision about entrepreneurship because of (Table 2)	Lack of sufficient capital	Lack of sufficient capital	Family issues and they are not from business family
Other then my curriculum I also read about entrepreneurship from (Table 2)	Social media and internet	Social media and Internet	Social media and internet
Online MOOC Courses will help in attaining more knowledge about entrepreneurship (Table 2)	Moderately helpful	Moderately helpful	Moderate to highly helpful
Role models and success stories improve my confidence about entrepreneurship (Table 2)	Helpful to highly helpful	Moderate to highly helpful	Helpful to highly helpful

Inclination towards entrepreneurship (Table 2)	Dream of starting something new and ready to start the business after gaining some experience	Dream of starting something new and ready to start the business after gaining some experience	Dream of starting something new and ready to start the business after gaining some experience
Source of inspiration (Table 2)	Responsibility of the student and motivation from college	Responsibility of the student and motivation from college	Responsibility of the student, motivation from college and role model

Major Findings

- There is no significant association between gender and opinion about entrepreneurship (Table 11).
- There is no significant association between gender and worry about decision regarding entrepreneurship (Table 11).
- There is significant association between father's profession and opinion about entrepreneurship (Table 11).
- There is a significant association between father's profession and worry about decision regarding entrepreneurship among female students (Table 11).
- There is no significant association between father's profession and worry about decision regarding entrepreneurship among male students (Table 11).
- There is significant association between father's profession and opinion about entrepreneurship among female students (Table 11).
- There is no significant association between mother's profession and opinion about entrepreneurship among male students (Table 11).
- There is no significant association between mother's profession and worry about decision regarding entrepreneurship (Table 11).
- There is no significant association between reading success stories to become an entrepreneur and opinion about entrepreneurship for male students (Table 11).
- There is significant association between reading success stories to become an entrepreneur and opinion about entrepreneurship among female students (Table 11).
- Challenging factors of entrepreneurship differ between genders (Table 12).
- Parents' profession has considerable impact in the inclination of entrepreneurship.

Conclusion

It is found that students have inclination towards entrepreneurship irrespective of genders, but there are certain factors which differ from gender for example, males students are more worried about the capital required whereas female students are more worried about family issues. It is also to be noted that father's profession is an important factor for female aspirations. Students have strong inclination to become entrepreneurs and they want to be role models in the society. Social media is an influencer for students irrespective of gender to motivate students to become entrepreneurs. It is to be noted that students irrespective of gender have a strong inclination towards entrepreneurship.

Limitations of the Study

The study is restricted to Kanchipuram town only. Since it is a small sample and is restricted to Kanchipuram, the results can't be taken as the status of suburban areas as the understanding and economy of the town differs from town to town.

Scope for Further Studies

This study can be carried out across Tamilnadu or South India or even pan India for a better understanding about entrepreneurship inclination of students, particularly in suburban areas. Further studies can be carried out in disciplines other than management grad as today being an entrepreneur is considered need of the hour.

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