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**AN INVESTIGATION OF ENTREPRENEURIAL INTENTION
OF THE FEMALE STUDENTS IN HARYANA**

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Abstract

This paper is written with the aim to investigate the entrepreneurial intention of female students of higher education colleges/ institutions in the State of Haryana (India) on the basis of Ajzen's Theory of Planned Behaviour (TPB). An analysis was made in respect of the Attitude, Social Norms and Perceived Behavioural Control of the students in order to check the entrepreneurial intention of these female students. The results indicated that attitude plays an important role in setting the entrepreneurial intention of these females. The results are of interest of policymakers and regulators in promoting entrepreneurial skills among young population. This paper developed a multiple regression model to understand the female intentions towards entrepreneurship.

Keywords: Theory of Planned Behaviour, Entrepreneurial Intention, Attitude, Perceived Behavioural Control, Social Norms

1. INTRODUCTION

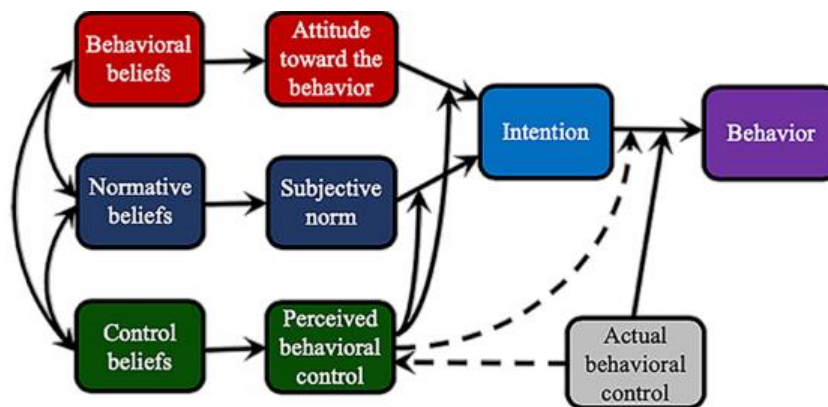
Establishment of new Business Enterprises in a country sets the way forward for the Economic and Social Development of that country (32-33). A number of countries have registered their social and economic growth on the development of the Entrepreneurship. In India, around 4 per cent of the population accounts for "promising entrepreneurs," who are actively engaged in their businesses.¹

Shane and Venkataraman (2000)² defined the term entrepreneurship as the discovery, evaluation and exploitation of an opportunity. In other explanation of the term Meredith, Nelson and Neck (1996)³ defined entrepreneurs as people who have the ability to see and evaluate business opportunities; to gather the necessary resources to take advantage of them; and to initiate appropriate action to ensure success.

Entrepreneurial Intentions may be defined as a mental status that directs and guides the actions of individuals towards the development and implementation of new business concepts (Bird, 1988)⁴. The intentions to carry out certain behaviour are shaped and affected by different factors, such as, needs, values, wants, habits and beliefs (Lee & Wong, 2004)⁵; a set of cognitive variables (Ajzen, 1991)⁶ and situational factors (Liñán & Chen, 2006)⁷.

The present study is an analysis of the entrepreneurial intentions of the female students of different educational institutions. We picked this target segment for our study because this segment has the enormous potential to become entrepreneurs. This paper is an attempt to confirm the Ajzen Theory of entrepreneurial intentions. It states that the entrepreneurial intentions are based on some logical reasons.

Based on the Ajzen theory, we have selected three traditional logical reasons for this study. These are the attitude towards the behavior (ATT), social norms (SN) and perceived behavioural control (PBC). These factors are responsible to affect the final intention (INT) of the persons. For this study, we analysed the data from surveying the 93 college going female students on their entrepreneurial intentions.



2. LITERATURE REVIEW

2.1. Aizen TPB studies

Intentions are still considered as the best single predictor of human behavior (Krueger, 2008). Aizen described and interpret the behavior of an individual as a group of the attitude towards the stimuli, subjective norms and perceived behavioural control. Attitude for a behavior is the reflection of an individual of his own assessment towards that behavior for its benefit or usage. Therefore, the attitude is the individual’s personal favourable or unfavourable evaluatin of the intention to become an entrepreneur.

Social Norm is considered as people’s behavior or opinion in the society. So the expectations of the people important in the society become relevant. (12-14)

Perceived Behavioural Control is the perception of individuals in different situations and acting towards a particular behavior. So in this case, the predictor observes the students’ perception (easy/ Difficult) for entrepreneurial behavior and analyze the past experiences and obstacles (15,16)

2.2. Women Entrepreneurial Intentions

Women also like to come into entrepreneurship field, because of the number of ‘Pink’ business has increased in few years (17-26). Maximum studies show that males have higher preferences in the entrepreneurship than females (11,27), and this is because of the difficulties faced by women in coming into

the field. For example obtaining a bank loan for business is more difficult for women because of the credibility factor (26-28)

Different studies have explained entrepreneurial intentions in a different way like Kolvereid (1996) has concluded that self employment also influenced by gender and creates indirect effect on Attitude, Subjective Norm and Perceived Behavioural Control. In another study conducted by Veciana et al. (28) shows that although females show a positive attitude towards entrepreneurship, but social pressures were not so favourable which was resulting into a low entrepreneurial intentions. Women who shows high entrepreneurial intentions could be because of the various attractive plans, policies and strategies formulated by government, but inspite of it women find obstacles in entrepreneurial activities. Although Davidsson (2003) has observed that gender does not have any effect on entrepreneurial intentions.

Hackett et al. (13) explained that self efficacy plays an important role in gender differences. Krueger et al. (26) stated that by understanding the gender differences, entrepreneurial intentions can be easily understandable. According to a study conducted by Wang and Wong on the students of Singapore, explained that not only gender but factors like education, personal background, family business, experience also shows the entrepreneurial intentions and interest.

On the basis of available literature and to achieve the objective, the following hypothesis were developed:

Hypothesis 1 (H1): Attitude for entrepreneurship has a positive effect on entrepreneurial intention of the female students.

Hypothesis 2 (H2): Social Norm regarding entrepreneurship has a positive effect on entrepreneurial intention of the female students.

Hypothesis 3 (H3): Perceived Behavioural Control has a positive effect on entrepreneurial intention of the female students.

3. RESEARCH DESIGN

This study is based on the survey of a sample of 93 Female Students from Higher educational Institutions of Haryana. The questionnaire was floated to

the 100 female students, but only 93 students filled the complete questionnaire. The study was based on the inferences drawn through the questionnaire based on the demographic profile of the respondents and the questions related to Subjective norms, Attitude, Perceived Behavioural Control and Entrepreneurship Intentions.

In questionnaire, four point Likert Scale questionnaire was used to avoid the central tendency bias (chances to select the neutral choice), because it adopts a scale of even numbers (Si and Cullen).

Exploratory factor principal component analysis (PCA) was carried out to test the consistency of the scale. This test was used to eliminate the factors with a correlation less than 0.4. We used the following variables for this study:

- a) ATT : refers to the average score of the responses concerned with the attitude towards the perceived behavior.
- b) SN: refers to the average score of the responses concerned with the Social Norms and perceived social pressure.
- c) INT: refers to the average score of the responses concerned with the intention of the respondents to become entrepreneur.
- d) PBC: refers to the average score of the responses concerned with the Perceived Behavioural Control.
- e) Degree: it indicates the level of degree of the respondents, i.e. Undergraduates or Postgraduates. 1 code was given to the PG students and 0 for UG students.
- f) Studies: this indicates the type of studies. We codified 1 for the students undergoing Commerce/ Management Education and 0 for Arts and Science Students.

Based on these variables, we performed the multiple regression model as follows:

$$INT = \alpha + \beta_1ATT + \beta_2SN + \beta_3PBC + \beta_4Degree + \beta_5Studies + \epsilon$$

4. DATA ANALYSIS

The sufficiency of the data for implementation of the factor analysis was checked by KMO and Barlett's Test:

Table : 1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.719
Bartlett's Test of Sphericity	Approx. Chi-Square	505.767
	Df	105
	Sig.	.000

The KMO value of the selected samples was 0.719, which is sufficiently good. A KMO Value of 0.60 is usually considered as good. Significance value less than .05 indicates that sufficient correlation is present in the variables. The individual KMO values of the variables were also found good and the communalities table showed the extraction values are more than .05. This test clearly indicated that our data is well suited for the factor analysis and the sampling was adequate enough.

Afterwards, rotation component matrix suggested combining the variables as ATT, PBC, INT and SN. Reliability test also supported this combination with the Cronbach's Alpha of more than .80 in each case

Table 2:			
Reliability Statistics (Cronbach's Alpha)			
INT	ATT	PBC	SN
.810	.881	.806	.826

Table 3 shows the Pearson Correlation among the selected variables. ATT, PBC, SN and INT are positively correlated with each other. In addition, Degree and Studies are positively correlated, while these are not too much correlated with the Intention to become an entrepreneur. Table shows that highest relationship is of attitude followed by Social Norms and the Perceived Behavioural Control variables.

Table 3: Pearson Correlations

	PBC	ATT	SN	INT	DEGREE	STUDIES
PBC	1					
ATT	0.226	1				
SN	0.189	0.208	1			
INT	0.286*	0.526**	.498	1		
DEGREE	-0.043	0.025	0.021	0.016	1	
STUDIES	-0.043	0.025	0.012	0.016	1.000**	1

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows the analysis of the multiple regression model. ATT, SN and PBC are statistically significant with p value greater than 0.10, we can accept our 03 hypothesis (H1, H2 and H3). This means the Attitude, Social Norms and Perceived Behavioural Control have a positive effect on entrepreneurial intention of the female students. It was evident from the analysis there was an absence of multi-collinearity as VIF and Tolerance Tests show normal values.

Table 4: Regression Analysis

Model	B	Std. Error	Student t
(Constant)	0.935	0.577	1.62
PBC	0.173	0.112	1.543
ATT	0.461	0.108	4.254
SN	0.116	0.095	3.75
Degree	. ^b	.	.
STUDIES	0.043	0.423	0.101
a. Dependent Variable: INT			
b. Predictors in the Model: (Constant), STUDIES, ATT, PBC, SN			

5. Conclusion

This paper has analysed the factors that effects Indian female students studying in higher education colleges/ institutions in potential entrepreneurial activity large part of studies says that women are interested in starting their venture but they find different types of obstacles like gender biased issues, credibility issues in getting loans from financial institutions and others. Sometimes females face problems in career advancement because of the pauses comes in their life like child birth and care. So only few women reach on the top of their career or they reach on the top management positions.

If because of the financial issues or lack of resources, women entrepreneurs approach Banking system for the resources to operate their business, various past studies show the discrimination in getting financial assistance than their male counter parts. Even if they become successful in getting bank loans, they are charged high interest rates.

Glass ceiling is also a barrier for women entrepreneurs, so entrepreneurship is less fascinating option for women to start their own ventures. Social Norms factor also has strongest and logical construct. Sometimes entrepreneurial intentions are influenced by societal norms and social perspective because it directly affects the initiatives taken by women to start their business. (30-31). Students at this age look for the Career options. Therefore, the views of parents, friends can influence their thinking process.

Study shows positive correlation between Attitude and Entrepreneurial Intentions. So, Attitude towards entrepreneurial behaviours affects women's entrepreneurial intention. An atmosphere like courses taught or modules prepared is very important in building entrepreneurial culture.

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