CHAPTER - 5

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction
5.2 Summary of the findings
5.3 Conclusion of the study
5.4 Recommendations of the study
5.5 Future scope of the study
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SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the major findings of the study and makes some recommendations based on the findings. This chapter also presents the conclusion and scope for future research. Before explaining the major findings, the major objectives and hypotheses of the study are listed in the following sections.

Main objectives of the study are as follows:

1. To study the influence of different demographic variables on the dimensions of the entrepreneurial attitude among the youth of Kerala.
2. To study the attitude of youth towards entrepreneurship in Kerala.
3. To study the influence of different demographic variables on the attitude of youth towards entrepreneurs in Kerala.
4. To study the attitude of youth towards entrepreneurs in Kerala.
5. To differentiate the attitude of youth towards entrepreneurs and entrepreneurship among male and female.
6. To differentiate the attitude of youth towards entrepreneurs and entrepreneurship among the different age sub groups.

5.1.1 Hypotheses of the study

$H_0$: ‘Gender’ of respondents has no significant influence on entrepreneurial attitude dimensions.

$H_0$: ‘Father’s occupational background’ of respondents has no significant influence on entrepreneurial attitude dimensions.

$H_0$: ‘Total annual income of the family’ of respondents has no significant influence on entrepreneurial attitude dimensions.
H0: ‘Entrepreneurial family background’ of respondents has no significant influence on entrepreneurial attitude dimensions.

H0: ‘Age’ of respondents has no significant influence on entrepreneurial attitude dimensions.

H0: ‘Gender’ of respondents has no significant influence on their attitude towards entrepreneurs.

H0: ‘Father’s occupational background’ of respondents has no significant influence on their attitude towards entrepreneurs.

H0: ‘Total annual income of the family’ of respondents has no significant influence on their attitude towards entrepreneurs.

H0: ‘Entrepreneurial family background’ of respondents has no significant influence on their attitude towards entrepreneurs.

H0: ‘Age’ of respondents has no significant influence on their attitude towards entrepreneurs.

5.2 Summary of the findings

The findings of the study based on the objectives and data analyses were summarized in the following sections:

5.2.1 Demographic profiles of the respondents

The demographic profiles of the respondents from first age sub group are as follows. Out of the 600 respondents, 290(48.3 %) were males and 310 (51.7 %) were females. With respect to respondent’s father’s occupation, 213(35.5 %) were government employees, 192(32.0 %) were private employees, 179(29.8 %) were self employed and 16(2.7 %) were not working. With respect to total annual income of family, 135(22.5 %) had below 1 lakh rupees as their total annual income, 253(42.2 %) had their total annual income between 1-3 lakhs rupees, 133(22.2 %) had their total annual income between 3 - 5 lakhs rupees, 8(1.3 %) had their total annual income between 5 - 7 lakhs rupees, 59(9.8 %) had their total annual income between 7 - 9 lakhs rupees and 12(2.0 %) had their total annual income between 9
lakhs rupees and above. With respect to respondent’s entrepreneurial family background, 221(36.8 %) had entrepreneurial family background and 379(63.2 %) did not have entrepreneurial family background.

The demographic profiles of the respondents from second age sub group are as follows. Out of the 600 respondents, 241(40.2 %) were males and 359(59.8 %) were females. With respect to respondent’s father’s occupation, 231(38.5 %) were government employees, 209(34.8 %) were private employees, 153(25.5 %) were self employed and 7(1.2 %) were not working. With respect to total annual income of family, 131(21.8 %) had below 1 lakh rupees as their total annual income, 280(46 %) had their total annual income between 1-3 lakhs rupees, 114(19.0 %) had their total annual income between 3 - 5 lakhs rupees, 19(3.2 %) had their total annual income between 5 - 7 lakhs rupees, 51(8.5 %) had their total annual income between 7 - 9 lakhs rupees and 5(.8 %) had their total annual income between 9 lakhs rupees and above. With respect to respondents entrepreneurial family background, 248(41.3 %) had entrepreneurial family background and 352(58.7 %) did not have entrepreneurial family background.

The demographic profiles of the respondents from third age sub group are as follows. Out of the 600 respondents, 358(59.7 %) were males and 242(40.3 %) were females. With respect to respondent’s father’s occupation, 360(60.0 %) were government employees, 132(22.0 %) were private employees and 108(18.0 %) were self employed. With respect to total annual income of family, 90(15.0 %) had below 1 lakh rupees as their total annual income, 357(59.5 %) had their total annual income between 1-3 lakhs rupees, 123(20.5 %) had their total annual income between 3 - 5 lakhs rupees and 30(5.0 %) had their total annual income between 7 - 9 lakhs rupees. With respect to respondents entrepreneurial family background, 176(29.3 %) had entrepreneurial family background and 424(70.7 %) did not have entrepreneurial family background.
5.2.2 Findings of entrepreneurial attitude dimensions of youth with respect to ‘Gender’

- In the first age sub group, the findings indicated that there was no significant difference between the male and female respondents with respect to entrepreneurial achievement attitude, entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude.

- Concerning to the second age sub group, the findings indicated that there was a significant difference in the male and female respondents with respect to entrepreneurial achievement attitude however, male and female respondents did not show any significant difference with respect to entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude. Further going by mean value it was revealed that female respondents were having a high positive entrepreneurial achievement attitude than male respondents.

- Pertaining to the third age sub group, the findings indicated that there was no significant difference between male and female respondents with respect to entrepreneurial achievement attitude, entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude.

5.2.3 Findings of entrepreneurial attitude dimensions of youth based on their ‘Occupation of Father’

- With respect to first age sub group, the findings indicated that there was no significant difference in the entrepreneurial achievement attitude, entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude of respondents with respect to their occupation of father.

- In the second age sub group, the findings indicated that there was no significant difference in the entrepreneurial achievement attitude, entrepreneurial innovative attitude, entrepreneurial perceived personal
control attitude and entrepreneurial self esteem attitude of respondents with regard to their occupation of father.

- Pertaining to the third age sub group, the findings indicated that there was a significant difference in the entrepreneurial achievement attitude, entrepreneurial innovative attitude and entrepreneurial perceived personal control attitude of respondents with regard to their occupation of father. The findings indicated that there was no significant difference in the entrepreneurial self esteem attitude of respondents with regard to their occupation of father. Further going by mean value it was revealed that respondents with self employed father was having a high positive entrepreneurial achievement attitude, entrepreneurial innovative attitude and entrepreneurial perceived personal control attitude than other respondents.

5.2.4 Findings of entrepreneurial attitude dimensions of youth based on their ‘Total Annual Income of Family’

- Pertaining to the first age sub group, the findings indicated that there was no significant difference in the entrepreneurial achievement attitude, entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude of respondents with respect to their total annual income of family.

- With respect to second age sub group, the findings indicated that there was a significant difference in the entrepreneurial innovative attitude and entrepreneurial perceived personal control attitude of respondents with regard to their total annual income of family. The findings also indicated that there was no significant difference in the entrepreneurial achievement attitude and entrepreneurial self esteem attitude of respondents with regard to their total annual income of family. Further going by mean value it was revealed that respondents coming from less total family income are having high positive entrepreneurial innovative attitude and entrepreneurial perceived personal control attitude.

- With respect to third age sub group, the findings indicated that there was no significant difference in the entrepreneurial achievement attitude,
entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude of respondents with regard to their total annual income of family.

5.2.5 Findings of entrepreneurial attitude dimensions of youth based on their the ‘Entrepreneurial Family Background’

- With respect to the first age sub group, the findings show that there was a significant difference in the entrepreneurial family background and non entrepreneurial family background of respondents with regard to their entrepreneurial achievement attitude but did not show a significant difference in the entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude. Further going by mean value it was revealed that respondents without entrepreneurial family background were having a high positive entrepreneurial achievement attitude than respondents with entrepreneurial family background.

- In the second age sub group, the findings indicated that there was no significant difference in the entrepreneurial family background and non entrepreneurial family background of respondents with regard to their entrepreneurial achievement attitude, entrepreneurial innovative attitude, entrepreneurial perceived personal control and entrepreneurial self esteem attitude.

- In the third age sub group, the findings indicated that there was a significant difference in the entrepreneurial family background and non entrepreneurial family background of respondents with regard to their entrepreneurial achievement attitude, entrepreneurial innovative attitude and entrepreneurial perceived personal control attitude. The findings also indicated that there was no significant difference in the entrepreneurial self esteem attitude of respondents with regard to their entrepreneurial family background and non entrepreneurial family background. Further going by mean value it was revealed that respondents with entrepreneurial family background was having a high positive entrepreneurial achievement attitude, entrepreneurial
innovative attitude and entrepreneurial perceived personal control attitude than respondents from non entrepreneurial family background.

5.2.6 Findings of entrepreneurial attitude dimensions of youth based on their ‘Age’

- The findings indicate that, there exists a significant difference in the four entrepreneurial attitude dimensions, namely entrepreneurial achievement attitude, entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude with respect to three age sub groups. Further going by mean value it was revealed that respondents from third age sub group were having a high positive entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude than other respondents whereas mean value also revealed that respondents from first age sub group were having a high positive entrepreneurial achievement attitude than other respondents.

5.2.7 Findings on the entrepreneurial attitude orientation of youth

- In the first age sub group, the findings indicated that entrepreneurial achievement attitude was very high, but entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude was high.

- With respect to second age sub group, the findings indicated that entrepreneurial achievement attitude was very high and entrepreneurial innovative attitude was high, but entrepreneurial perceived personal control attitude and entrepreneurial self esteem attitude was moderate.

- With respect to third age sub group, the findings indicated that entrepreneurial self esteem attitude was very high, but entrepreneurial achievement attitude, entrepreneurial innovative attitude and entrepreneurial perceived personal control attitude was high.
5.2.8 Findings with respect to scale development regarding attitude of youth towards entrepreneurs

- To study the attitude of youth towards entrepreneurs a scale was developed through exploratory factor analysis. The findings indicated that there exist five dimensions. These five dimensions were used for studying the attitude of youth towards entrepreneurs in all the three age sub groups. The dimensions were named as follows.

1. Enterprising attitude towards entrepreneurs (Entrepreneurs as enterprising people)
2. Change Agent attitude towards entrepreneurs (Entrepreneurs as change agent)
3. Innovator attitude towards entrepreneurs (Entrepreneurs as innovators)
4. Resource Exploiter attitude towards entrepreneurs (Entrepreneurs as resource exploiters)
5. Risk Taker attitude towards entrepreneurs (Entrepreneurs as risk takers)

- The five dimensions derived through exploratory factor analysis (EFA) were subjected to confirmatory factor analysis (CFA). This was done to confirm the construct validity of the items in the scale. Absolute indexes of goodness-of-fit such as chi square, goodness-of-fit index (GFI) and root mean square error of approximation (RMSEA) were used to evaluate individual models along with Normed Fit index (NFI) and Comparative Fit Index. The findings indicated that, the goodness of fit indices selected was well within the limits for the factors tested. Hence it can be inferred that the items measuring the respective factors indeed represent their factors and are valid.

5.2.9 Findings regarding the attitude of youth towards entrepreneurs with respect to ‘Gender’

- In the first age sub group, the findings indicated that there was a significant difference in male and female respondents with respect to change agent attitude, innovator attitude and resource exploiter attitude. The findings also indicated that there was no significant difference in the male and female
respondents with respect to enterprising attitude and risk taking attitude towards entrepreneurs. Further going by mean value it was revealed that female respondents was having a high positive change agent attitude, innovator attitude and resource exploiter attitude towards entrepreneurs than male respondents.

➢ With respect to second age sub group, the findings indicated that there was a significant difference between the male and female respondents’ risk taking attitude towards entrepreneurs. The findings indicated that there was no significant difference between the male and female respondents enterprising attitude, change agent attitude, innovator attitude, and resource exploiter attitude towards entrepreneurs. Further going by mean value it was revealed that male respondents were having high positive risk taking attitude towards entrepreneurs than female respondents.

➢ Pertaining to the third age sub group, the findings indicated that there was a significant difference between the male and female respondents’ innovator attitude and resource exploiter attitude. The findings also indicated that there was no significant difference between the male and female respondents’ enterprising attitude, change agent attitude and risk taker attitude towards entrepreneurs. The mean value indicated that females are having high positive innovator attitude and resource exploiter attitude towards entrepreneurs.

5.2.10 Findings regarding the attitude of youth towards entrepreneurs based on their ‘Occupation of Father’

➢ With respect to first age sub group, the findings indicated that there was no significant difference in the enterprising attitude, change agent attitude, innovator attitude, resource exploiter attitude and risk taker attitude with regard to respondents occupation of father.

➢ Pertaining to the second age sub group, the findings indicated that there was a significant difference in the risk taking attitude of youth towards entrepreneurs with regard to respondents’ occupation of father The findings also indicated that there was no significant difference in the enterprising
attitude, change agent attitude, innovator attitude and resource exploiter attitude with regard to respondents occupation of father. The mean value indicated that, respondents with self employed fathers were having high positive risk taking attitude towards entrepreneurs than others.

- With respect to third age sub group, the findings indicated that there was a significant difference in the enterprising attitude and innovator attitude with regard to their occupation of father. The findings also indicated that there was no significant difference in the change agent attitude, resource exploiter attitude and risk taker attitude of respondents with respect to their occupation of father. Further, the mean value revealed that respondents with self employed father have high positive enterprising attitude and innovator attitude towards entrepreneurs than others.

5.2.11 Findings regarding the attitude of youth towards entrepreneurs based on their ‘Total Annual Income of Family’

- Pertaining to the first age sub group, the findings indicated that there was no significant difference in the enterprising attitude, change agent attitude, innovator attitude, resource exploiter attitude and risk taker attitude of respondents with regard to their total annual income of family.

- With respect to second age sub group, the findings indicated that there was a significant difference in the change agent attitude of respondents with respect to their total annual income of the family. The findings indicated that there was no significant difference in the enterprising attitude, innovator attitude, resource exploiter attitude and risk taker attitude of respondents with respect to their total annual family income. Further going by mean value it was noted that respondents with less total annual family income were having a high positive change agent attitude towards entrepreneurs than other respondents.

- In the third age sub group, the findings indicated that there was a significant difference in the enterprising attitude of respondents with regard to their total annual family income. The findings also indicated that there was no significant difference in the change agent attitude, innovator attitude, resource exploiter attitude and risk taker attitude of respondents with respect
to their total annual family income. The mean value indicated that respondents coming from more family income is having high positive enterprising attitude towards entrepreneurs than other respondents.

5.2.12 Findings regarding the attitude of youth towards entrepreneurs based on their ‘Entrepreneurial Family Background’

- With respect to first age sub group, the findings indicted that there was no significant difference in the entrepreneurial family background and non entrepreneurial family background of respondents with regard to their enterprising attitude, change agent attitude, innovator attitude, resource exploiter attitude and risk taker attitude.

- With respect to second age sub group, the findings indicated that there was a significant difference in the entrepreneurial family background and non entrepreneurial family background of respondents with regard to their enterprising attitude. The findings indicated that there was no significant difference in the change agent attitude, innovator attitude, resource exploiter attitude and risk taker attitude of respondents with regard to their entrepreneurial family background and non entrepreneurial family background. Further the mean value indicated that respondents with entrepreneurial family background have high positive enterprising attitude towards entrepreneurs.

- In the third age sub group, the findings indicated that there was a significant difference in the entrepreneurial family background and non entrepreneurial family background of respondents with regard to their enterprising attitude, change agent attitude and innovator attitude. The findings also indicated that there was no significant difference in the entrepreneurial family background and non entrepreneurial family background of respondents with regard to their resource exploiter attitude and risk taker attitude. Further, the mean value indicated that respondents with entrepreneurial family background have high positive enterprising attitude, change agent attitude and innovator attitude towards entrepreneurs.
5.2.13 Findings regarding the attitude of youth towards entrepreneurs based on their ‘Age’

- The findings indicate that there exists a significant difference in the five dimensions of attitude of youth towards entrepreneurs, namely enterprising attitude towards entrepreneurs, change agent attitude towards entrepreneurs, innovator attitude towards entrepreneurs, resource exploiter attitude towards entrepreneurs and risk taker attitude towards entrepreneurs with respect to three age sub groups. Further going by mean value it was revealed that respondents from second age sub group were having a high positive enterprising attitude towards entrepreneurs, change agent attitude towards entrepreneurs, innovator attitude towards entrepreneurs, resource exploiter attitude towards entrepreneurs and risk taking attitude than other respondents.

5.2.14 Findings on the attitude of youth towards entrepreneurs

- The findings indicated that enterprising attitude, innovator attitude, resource exploiter attitude and risk taker attitude was high, but change agent attitude was moderate among first age sub group.
- The findings indicated that enterprising attitude, innovator attitude, resource exploiter attitude and risk taker attitude was high, but change agent attitude was moderate among second age sub group.
- The findings indicated that innovator attitude, resource exploiter attitude and risk taker attitude was high, but enterprising attitude and change agent attitude was moderate among third age sub group.

5.2.15 Findings of discriminant function analysis regarding significant discriminators among gender of youth.

- The findings indicate that ‘innovator attitude of youth towards entrepreneurs’ was the maximum discriminating factor between male and female respondent’s, followed by ‘entrepreneurial achievement attitude’ and ‘entrepreneurial self-esteem attitude’. The factors like change agent attitude of youth towards entrepreneurs and risk taker attitude of youth towards
entrepreneurs contribute least in discriminating between male and female respondent’s with less than 1%.

5.2.16 Findings of multiple discriminant function analysis regarding significant discriminators among three age sub groups of youth

- Multiple discriminant analysis (MDA) was applied to find how the three categories of respondent’s differ in their attitude towards entrepreneurship and entrepreneurs by their respective age sub groups. The MDA technique applied resulted in two discriminant functions, of which the factors relating to entrepreneurial self-esteem attitude, enterprising attitude of youth towards entrepreneurs, entrepreneurial innovation attitude and entrepreneurial perceived personal control contributed to the first function (individualism) and the variables like, entrepreneurial achievement attitude, resource exploiter attitude of youth towards entrepreneurs, risk taker attitude of youth towards entrepreneurs, innovator attitude of youth towards entrepreneurs and Change agent attitude of youth towards entrepreneurs contributed to the second discriminant function (entrepreneurship). The efficiency of these functions was tested using classification matrix which predicted 71.3% of the cases correctly. The MDA results further showed that the respondent’s of 25-35 years differ more from other age groups on individualism. 13-18 years age sub groups scored higher on entrepreneurship compared to other age groups.

5.3 Conclusion of the study

Kerala is blessed with abundant natural resources, highly educated people, and high levels of political awareness but Kerala has not exploited its potential in the area of entrepreneurship. The overwhelming perception among the people of Kerala and the general public is that the state has not yet truly leveraged on its vast human potential. When compared with other states in India, Kerala is far behind in establishing successful enterprises which could boost the economy of the state. The economy of Kerala is disproportionately dependent on the remittance from abroad which is seen as a risk factor for Kerala economy. Various governments after realizing this, started emphasizing on the need to promote entrepreneurship in
Kerala. There was a general consensus among the policy makers that the entrepreneurial instincts need to be inculcated in the youth to make a transformation possible in Kerala. Even though the government came up with various schemes and polices targeting youth, much progress was not seen. This study thus makes an attempt to understand the attitude of youth towards entrepreneurs and entrepreneurship in Kerala, so that appropriate policies and measures could be formulated to effectively promote entrepreneurship among youth.

The findings of this study portrayed a clearer picture of Kerala’s younger generations’ entrepreneurial perspective and potential through measuring their entrepreneurial attitude. The study revealed that attitude towards entrepreneurs and entrepreneurship is high among youth of Kerala. The high positive entrepreneurial attitude among youth stresses on the necessity of providing entrepreneurial environment that enable the youth to start-up their own business. The findings of the study also indicated that female respondents are having high positive attitude towards entrepreneurs and entrepreneurship than male respondents. Further the findings also revealed that respondents with self employed father and respondents coming from entrepreneurial family have fairly high attitude towards entrepreneurs and entrepreneurship than other respondents.

These findings could also help the government, policy makers, universities, authorities of schools and colleges, academicians, venture capitalists, TBIs, start up villages and those who are interested in promoting entrepreneurship to make a better decision on promoting entrepreneurship in Kerala. The high positive attitude of youth toward entrepreneurs and entrepreneurship necessitates a long term planning and policy making to facilitate new venture creation for youth through providing the funds and infrastructure as well as removing the impediments on the path to become an entrepreneur. The findings of this research may also contribute to the growing body of literature on youth entrepreneurial attitude. This research is concluded by saying that much more studies should be encouraged in this area because entrepreneurship is a widely accepted solution for many socio-economic problems and one’s attitudes are likely to lead to one’s intentions and these in turn, to behaviours.
5.4 Recommendations of the study

From the finding it was revealed that attitude towards entrepreneurs and entrepreneurship was high among youth of Kerala. This high entrepreneurial attitude among youth of Kerala stress on the necessity of providing youth with mandatory entrepreneurial education and training programs from high school level itself. Entrepreneurial education and training programs can also help to raise awareness about the importance of entrepreneurship and to promote an entrepreneurial culture among youth in Kerala. Proper entrepreneurial education and training program can enable the youth to take up entrepreneurship as a career. Entrepreneurial education and training programs can be divided into two categories: 1) School/college based entrepreneurial education and training programs (for first and second age sub groups) and 2) Entrepreneurial education and training programs for working class (for third age sub group). Under the school/college based entrepreneurial education and training programs, government should introduce a curricula which can give information about the concept of self employment to students. This curriculum should not only focus on theoretical aspects of venture creations, but it should strengthen students’ self-confidence to become entrepreneurs through offering them variety of learning opportunities. To do so, students can be engaged in various learning opportunities including developing a business plan, running simulated or real business, getting involved in “real” business design, role modeling, case studies etc.

The schools /colleges can also establish a bureau for small business development to provide support to the aspiring entrepreneurs. Policies and schemes introduced by government can be communicated to these bureaus by the government. The bureau can communicate the information to the students. This bureau’s can also bring industrial experts to deliver classes on how to start and establish firms. Schools/colleges can bring successful entrepreneurs of their locality to deliver their success stories. Schools / colleges should take students to the nearby enterprises to show how it functions. This can also develop a positive attitude towards entrepreneurs and entrepreneurship among students.
The schools/colleges can also make use of their radio stations (if they have) which can host talk shows of entrepreneurs. The colleges/schools should encourage students to get involved in business activities during their summer holidays. The bureaus functioning in their schools can help them to market their products.

Whereas, entrepreneurial education and training program for working class should give more importance for the practical orientation and should support business start ups. NGO’s should be encouraged for helping working class to establish their own business by providing low interest loans, training and mentor support. A positive approach as mentioned above, from the government, policy makers and educators towards entrepreneurs and entrepreneurship can enhance a positive attitude of youth towards entrepreneurs and entrepreneurship.

- The findings of the study indicated that female respondents are having high positive entrepreneurial achievement attitude than male respondents. The findings also indicated that female respondents were having high positive change agent attitude, innovator attitude and resource exploiter attitude towards entrepreneurs than male respondents. So, one could conclude saying that female respondents have high positive inclination towards entrepreneurs and entrepreneurship than men. This finding contradict with the findings of (Crant, 1996; Kolvereid, 1996; Raijman, 2001; Davidsson, 1995; Wilson et al., 2007). According to them females have lower entrepreneurial attitudes than males. Many more studies have the same findings. But the present study found out that female respondents have high positive entrepreneurial attitude

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than men on some of the dimensions as mentioned above. If so, the discussion is about how many young women in Kerala have got the opportunity to become entrepreneur? The answer is very less. It is the result of women being deprived of opportunities such as education and discouraged from developing their full capacities (Fischer et al., 1993\textsuperscript{6}). Kerala society remains structured around patriarchal norms, which put women in a disadvantaged position to compete for power, prestige and money. This makes it necessary to initiate entrepreneurship education programs and activities for women, to encourage them to exploit their full capacities. Hence the recommendation of the study is to empower the women through entrepreneurial education and training, and also enabling them to have high better access to the capital. This will help them to start independent ventures. Mentoring is another activity which could be introduced for women folk. This could be done by successful women entrepreneurs. All universities in Kerala are giving 4% grace marks and 20% attendance relaxation every semester for student’s startup teams. This limit can be increased to 6% of grace marks and 25% of attendance relaxation for those startup teams who have at least one woman as a co-founder.

- The findings revealed that respondents with entrepreneurial family background have high positive entrepreneurial achievement attitude, entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude, enterprising attitude, change agent attitude and innovator attitude than other respondents. The findings also revealed that respondents with self-employed father are having high positive entrepreneurial achievement attitude, entrepreneurial innovative attitude, entrepreneurial perceived personal control attitude, enterprising attitude, risk taker attitude and innovator attitude than others. Studies conducted by Roberts and Wainer (1968)\textsuperscript{7}, Ronstadt (1984)\textsuperscript{8}, and Dyer (1992)\textsuperscript{9} have also indicated that

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entrepreneurs often come from homes where the father or mother was self-employed. According to these researchers the parental role models seem to encourage entrepreneurial behavior in their children. Study on entrepreneurial careers, conducted by Dalton and Holdaway (1989)\textsuperscript{10} noted that many of the entrepreneurs they interviewed reported that they had significant family responsibilities at a young age and were given opportunities by the family to engage in entrepreneurial activities. In some cases this was out of necessity to help the family financially; in other cases the parents were interested in providing opportunities to help their children develop their skills and learn to accept responsibility. Such exposure provides these children with the skills, values, and confidence they need to embark on an entrepreneurial career. Hence the recommendation of the study is to encourage self employed fathers to support their children to develop entrepreneurial attitude. Government can also provide special financial support for youth in this category for starting business ventures.

5.5 Future scope of the study

In the study on attitude of youth towards entrepreneurs and entrepreneurship in Kerala, the researcher has come across many interesting related research topics. Since the boundary of any research work is limited by the objectives set for the study, the newly identified topics give the scope for future research studies. The following areas could be considered for future research.

- A study may be undertaken to understand the influence of culture on the entrepreneurial attitude of youth in Kerala.
- A comparative study can be conducted to identify the entrepreneurial attitude of youth across different states in India.
- A study can be conducted to analyze, how the government policies affect entrepreneurial attitude of youth in Kerala.
- The impact of education on the entrepreneurial attitude of youth in Kerala is another recommended topic for future research.

A longitudinal study which follows the respondents after completion of their studies and change in attitude at work place can also be considered as a theme for future research.