

Chapter 4

Entrepreneurship as a Career Option in Rajasthan

4.1 Introduction

Within a country, culture, educational system, infrastructure and the like may appear to be the same but differences do exist at the regional levels. The emergence of entrepreneurs can be regarded as being continuous, but the societal value of their self-interested ingenuity varies depending on the structure of rewards [97].

Personal attitudes towards entrepreneurship are a “product” of the cultural environment. These cultural patterns tend to remain stable over time, and are reinforced by education and legislation that again are products of the cultural system. Nonetheless, once policies promoting entrepreneurial opportunities and capabilities achieve some success, emerging entrepreneurial activity will provide new role models triggering off a cultural change.

The sectoral composition of the Net State Domestic Product (NSDP) in Rajasthan is skewed towards the primary sector. The share of agriculture and allied activities in the NSDP was nearly 50 per cent in the early 1980s and 40 to 47 per cent in the 1990s [98]. Agriculture and allied activities, mining and quarrying, are the main source of employment in Rajasthan. Industrial employment accounts for just 7.5% of the workforce (both household and non-household), which in a way indicates industrial backwardness. As per the 2001 census about 39% of the state’s population were employed in one form or another. The workforce participation rate (the ratio of the number of workers to the total population) was 49 per cent and 27 per cent for men and women respectively and, 46 per cent in rural areas and 30 per cent in urban areas.

These data clearly indicate that the state is industrially backward. However, this doesn’t mean that the general public of Rajasthan do not prefer entrepreneurship as a career option. It is well-known that a disproportionately high number of the industrialists in India hail from Rajasthan. It is also equally well known that Rajasthani’s have excelled in

business and prefer to take up a career in entrepreneurship. The state of Rajasthan is industrially backward not because of the attitude of people towards entrepreneurship as a career option but because of adverse climatic conditions and a lack of infrastructure.

4.2 Data Collection

This study is based on data collected from primary sources. The data were collected from a sample of the general public in Rajasthan, through personal interviews using a structured questionnaire (Refer Appendix 12 and 13). In order to facilitate easy understanding by the respondents a bilingual questionnaire was used. The questionnaire was printed both in English and in Hindi and the respondents were free to answer in either of these languages.

The target population was the general public. Quota sampling was used. There are 32 districts in Rajasthan, out of which 17 districts which had a population of above 15 lakh people each, were selected for collecting data. These 17 districts together accounted for almost 70% of the state's population. Table 4.1 provides information on the population of each district selected for the study and its percentage contribution towards the total population of Rajasthan.

In each district data were collected from both male and female respondents. The sample was further sub-categorized into students, teachers and members of the general public. A quota of 41 respondents for each district was set. Table 4.2 provides information on the quota fixed for collecting data for each of these categories. After the quota was set data were collected by visiting each of these districts.

Table 4.1: Population Statistics of Selected Districts of Rajasthan

S. No.	District	Population (lakh nos.)	Percentage to total Population (%)
01	Ajmer	21.8	3.86
02	Alwar	29.9	5.29
03	Banswara	15.0	2.66
04	Barmer	19.6	3.47
05	Bharatpur	21.0	3.72
06	Bhilwara	20.1	3.56
07	Chittorgarh	18.0	3.19
08	Churu	19.2	3.40
09	Hanumangarh	15.2	2.69
10	Jaipur	52.5	9.30
11	Jhunjhunu	19.1	3.38
12	Jodhpur	28.8	5.10
13	Kota	15.7	2.78
14	Nagaur	27.7	4.91
15	Pali	18.2	3.22
16	Sikar	22.9	4.06
17	Udaipur	26.3	4.66
Total		391	69.25
Rajasthan		564.7	100

Source: Monthly Review of Rajasthan Economy, CMIE, September 2003: 12-16.

Table 4.2: Sample Quota for Each District

Gender\ Category	Students	Teachers	General Public	Total
Male	10	6	10	26
Female	6	4	5	15
Total	16	10	15	41

4.3 Data Analysis and Findings

Table 4.3 provides details on the number of responses collected from each of the 17 districts. In all data were collected from 695 respondents.

Table 4.3: Number of Responses Collected from Each District

S. No.	District	No. of filled-in questionnaires collected
01	Ajmer	41
02	Alwar	47
03	Banswara	41
04	Barmer	40
05	Bharatpur	41
06	Bhilwara	41
07	Chittorgarh	41
08	Churu	43
09	Hanumangarh	40
10	Jaipur	37
11	Jhunjhunu	39
12	Jodhpur	41
13	Kota	41
14	Nagaur	41
15	Pali	39
16	Sikar	41
17	Udaipur	41
Total		695

The responses given in Hindi were translated into English with the help of experts. The collected data were verified for completeness, and gaps were filled. In order to facilitate analysis, the collected data were coded (Appendix 14). In the following section data are analysed and findings discussed. Qualitative analysis techniques were used in analyzing the data. This was so done because many insights into the entrepreneurial processes could be generated only through qualitative analyses [99].

Socio-economic and Demographic Profile of the Sample

As the figure 4.1 indicates 59% of the sample were male and the remaining were female.

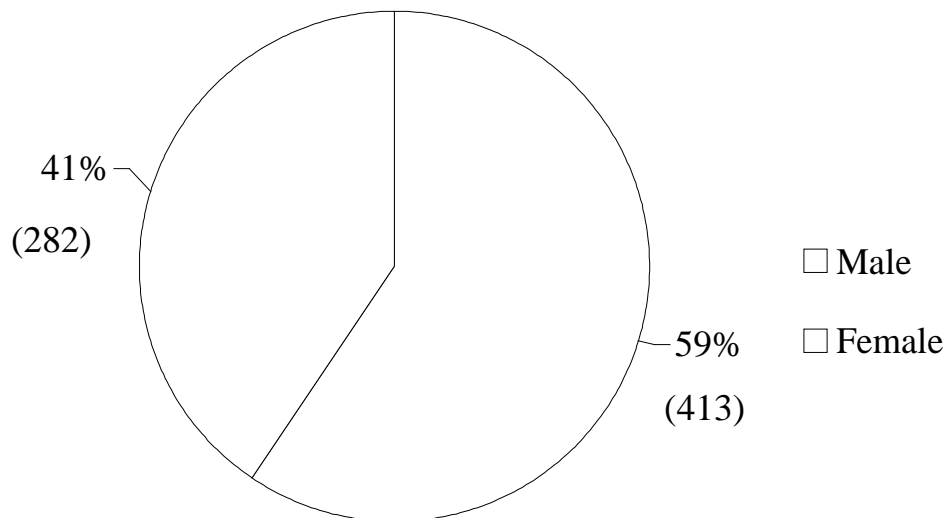


Figure 4.1: Gender Profile

In the following paragraphs the profile of entrepreneurs has been analyzed in terms of their age, occupation, education, family status and income.

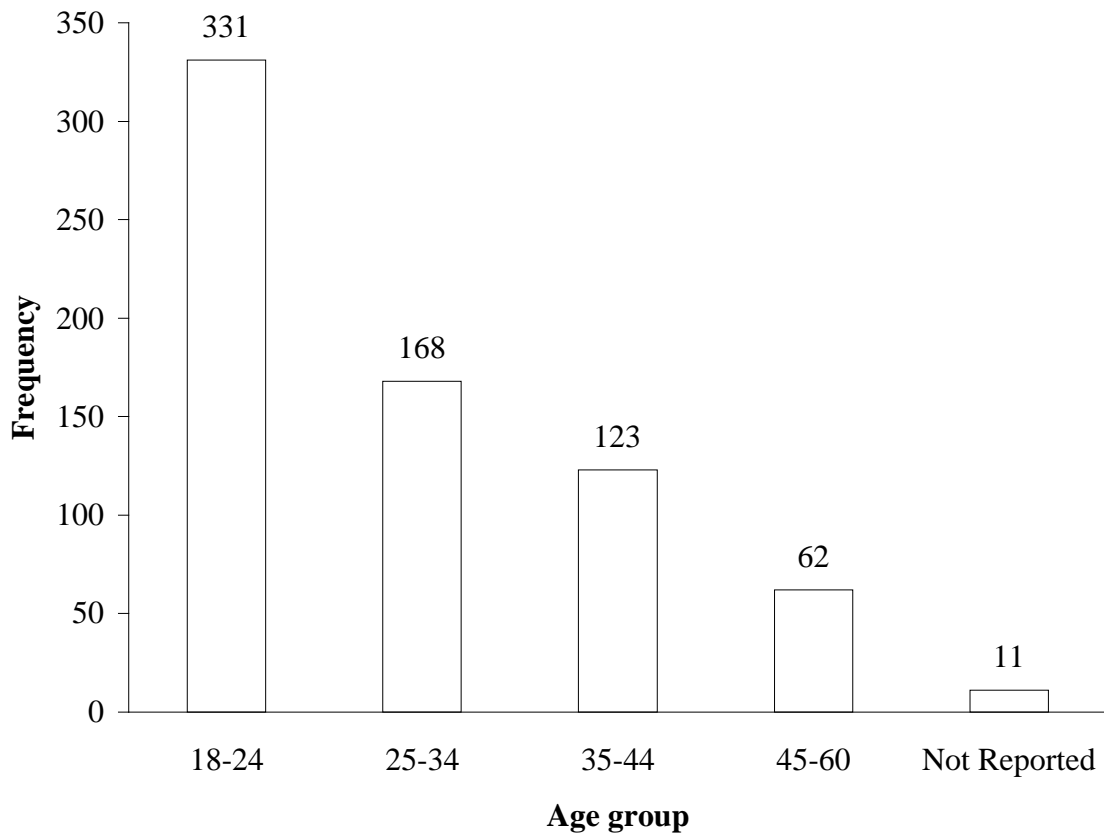


Figure 4.2: Age Profile

From Figure 4.2 it is observed that people in the age group of 18-24 constituted around fifty per cent of the sample. One third of the sample was from the age group (25-34). Less than twenty per cent of the respondents were from age group (35-44). 9% were forty-five years old or older. Around 2% of the respondents didn't respond to this question.

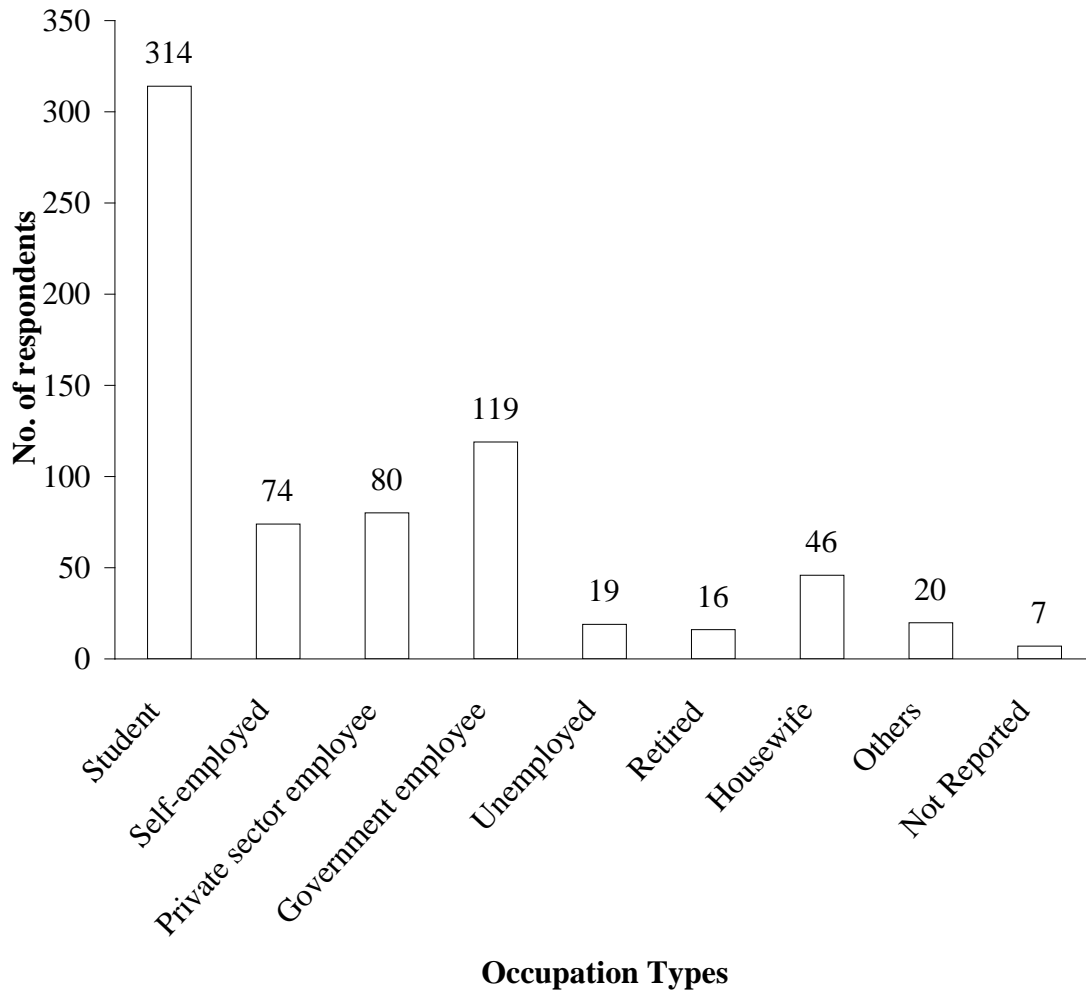


Figure 4.3: Occupation Profile

Students' formed the largest sub group of the sample studied (45%) and were followed by government employees (Refer Figure 4.3). Private sector employees and the self-employed together constituted 22% of the sample. Around 7% of the responses were received from housewives. Others included people who were in temporary jobs, part-time jobs, daily wagers and labourers. Only 1% of the sample did not provide information on their occupational status.

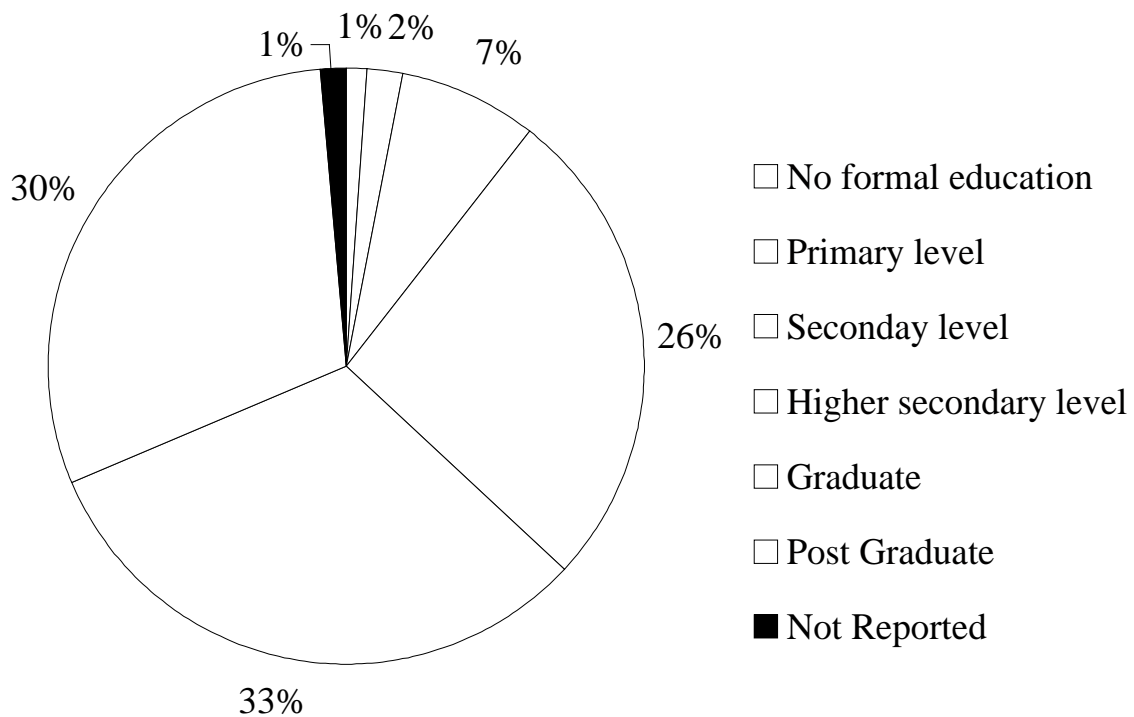


Figure 4.4: Education Profile

A majority of the sample were well-educated. Around 90% of the sample had at least a higher secondary education level and above. An interesting observation was that the number of graduates and postgraduates were almost the same. Less than 10% of the sample had a secondary level or lower educational qualification. Only 1% of the respondents did not have any formal education (Refer Figure 4.4).

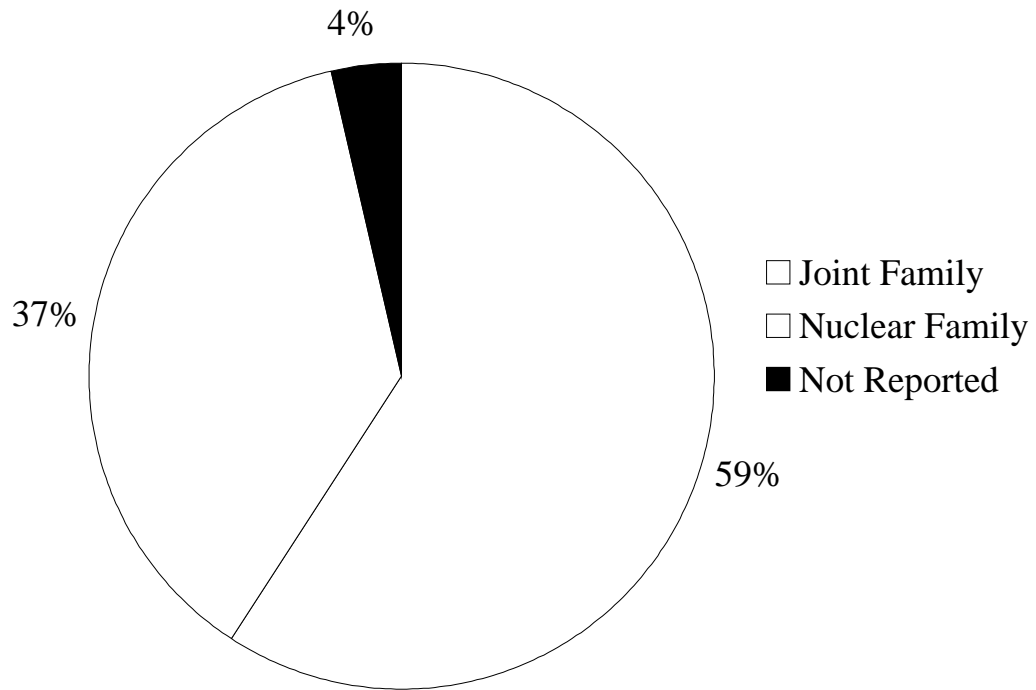


Figure 4.5: Family Status

More than half of the sample lived in a joint family. Less than 40% of the respondents were from a nuclear family background (Refer Figure 4.5). The number of earning members of a given family ranged from a minimum of one to a maximum of twenty members. However, the average number of earning members was two.

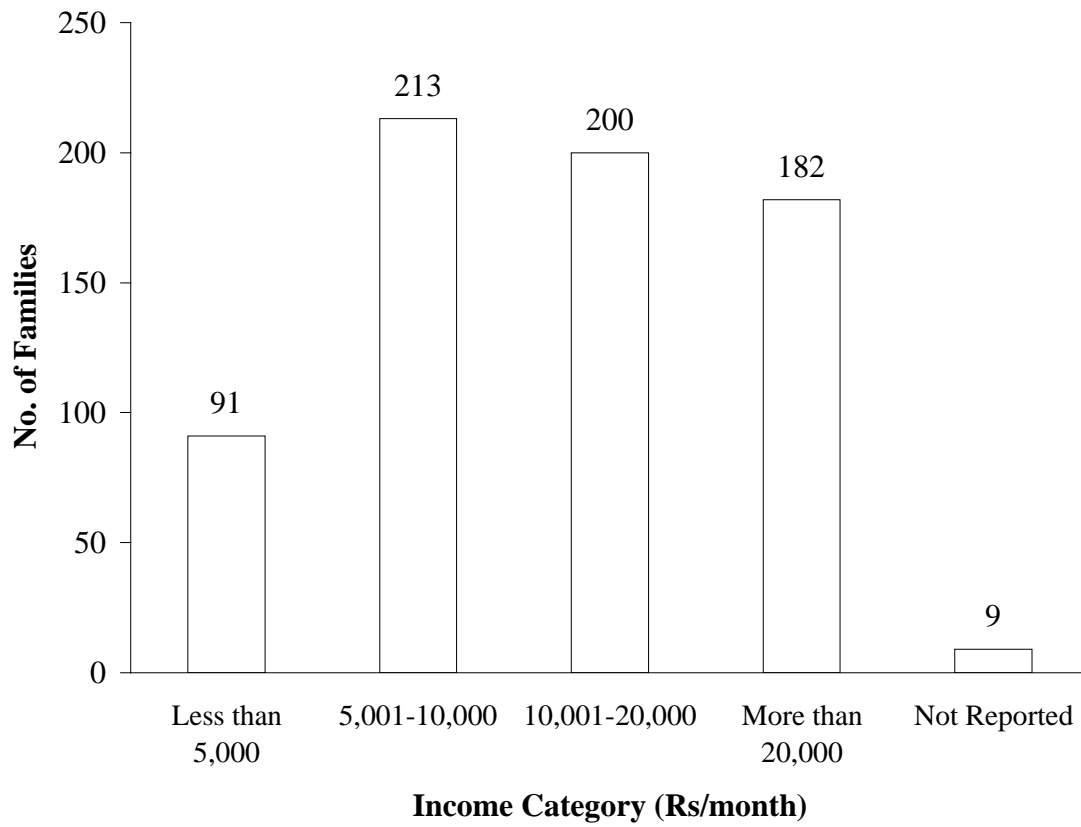


Figure 4.6: Income Profile

It is observed that more than two thirds of the sample came from families with very strong financial backgrounds. Around 60% of the sample belonged to the middle-income group (5000 to 20,000 p.m.). A quarter of respondents were from families of the higher income group (more than 20,000 p.m.). The lower-income group constituted a mere 13% of the sample. Figure 4.6 depicts the information on income profile.

Definition of industrial entrepreneurship

Respondents were asked an open-ended question about their understanding of the term ‘industrial entrepreneurship’.

Table 4.4 provides the details on the responses received based on eleven response categories. Based on the number of responses received these categories were ranked as

well. It is observed that only 63% of the respondents (Categories ranked of 1 to 4) had a clear understanding of the term ‘industrial entrepreneurship’.

Table 4.4: Response Categorization and Ranking

S. No.	Response Category	No. of Responses received	Percentage	Rank
01	Source of employment/ career opportunity	168	18.65	1
02	Personal growth and fulfilling personal objective	27	3.00	9
03	Sources of earning/ making profits	117	12.99	4
04	Starting/ establishing business/ factory	143	15.87	2
05	Production/ distribution of goods and services	131	14.54	3
06	Utilization of individual skills/ personal characteristics	60	6.66	7
07	Contribution to the society/ region/ nation	92	10.21	6
08	Not interested in becoming an entrepreneur	1	0.11	11
09	Don't know	10	1.11	10
10	Others	97	10.76	5
11	Not reported	55	6.10	8
Total		901*	100	11

* As multiple responses were present, this total is higher than the total no. of respondents.

Figure 4.7 depicts the break up of the number of answers provided by each respondent. 71% of respondents gave a single distinct answer. One-fourth of the respondents gave two distinct answers for the term ‘ industrial entrepreneurship’, 3% of the respondents gave three distinct answers.

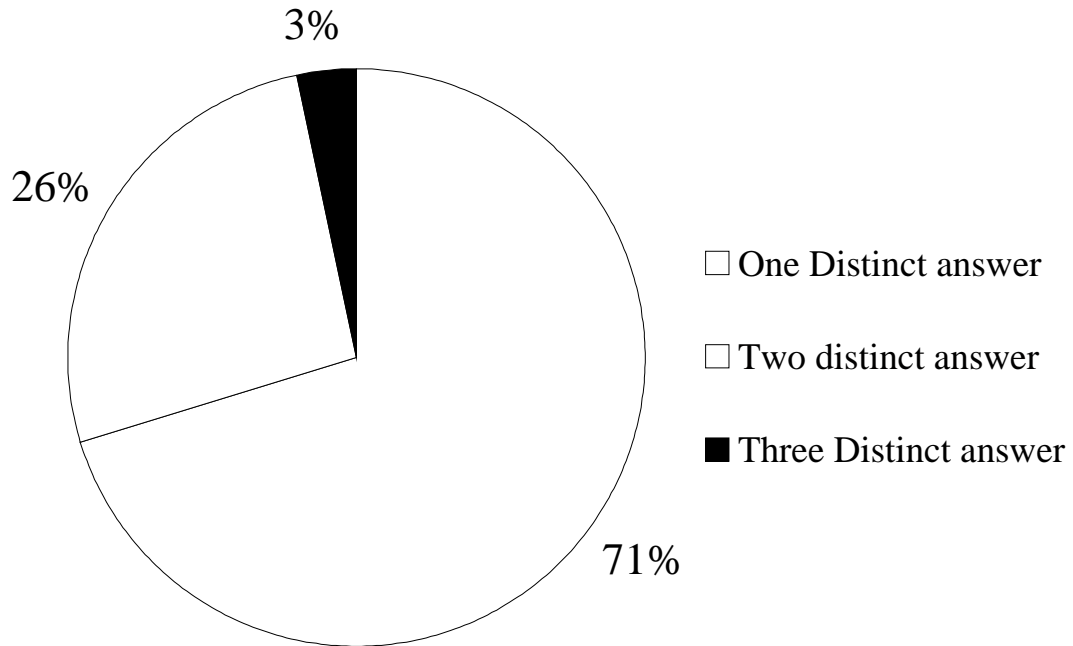


Figure 4.7: Percentage of Distribution of Distinctive Answers

Table 4.5 provides the details about the order of expression of the different responses. Out of 11 categories, for 7 category items there were multiple answers provided by the respondents. In the remaining 4 cases, each of the respondents gave only a single answer.

Table 4.5: Response Categorization Based on Order of Expression

S. No	Items	Multiple Responses	No. of respondents		
			1st	2nd	3rd
			Order of Response		
01	Source of employment/ career opportunity	168	137	29	2
02	Personal growth and fulfilling personal objective	27	11	11	5
03	Sources of earning/ making profits	117	67	47	3
04	Starting/ establishing business/ factory	143	128	15	0
05	Production/ distribution of goods and services	131	104	23	4
06	Utilization of individual skills/ personal characteristics	60	46	12	2
07	Contribution to the society/ region/ nation	92	39	46	7
08	Not interested in becoming an entrepreneur	1	1	0	0
09	Don't know	10	10	0	0
10	Others	97	97	0	0
11	Not reported	55	55	0	0
Total		901	695	183	23

Figure 4.8 presents the percentage of response received based on order of response for all the 11 categories.

Perception analysis

Most of the concepts and theoretical constructs in the field of entrepreneurship are multi-dimensional in nature. To capture the various dimensions of the concept a Likert Scale was constructed for the present study. Table 4.6 displays the Likert scale used for collecting the data.

Table 4.6: Likert Scale for Capturing the Respondents Attitudes Towards Entrepreneurship

Please indicate your position against each of the following statements as appropriate:					
	Strongly disagree				Strongly agree
a) Only the unemployed choose to start new firms.	1	2	3	4	5
b) Entrepreneurship is a respectable way to earn a living.	1	2	3	4	5
c) Entrepreneurship is a good career choice.	1	2	3	4	5
d) More people fail rather than succeed in entrepreneurship.	1	2	3	4	5
e) Entrepreneurs contribute to society's development.	1	2	3	4	5
f) Successful entrepreneurs are highly respected in the society.	1	2	3	4	5

Out of the 695 responses received, in 7 cases the respondents didn't provide any information with regard to their attitude towards entrepreneurship i.e., they completely omitted question no. 11 of the questionnaire. Hence the analysis carried out for perception analysis based on 688 responses. The frequency of responses provided by the respondents is presented in Table 4.7.

Figure 4.9 provides the percentage of responses received with regard to the attitude of respondents towards entrepreneurship. It is observed that the overall attitude of the general public was positive towards entrepreneurship. Over fifty per cent of the sample studied viewed entrepreneurship as a good career choice and as a respectable way to earn a living. They also agreed that successful entrepreneurs were respected in the society and that entrepreneurs contributed to the development of the society. However, with regard to the perceived success rate of entrepreneurs the responses received were mixed in nature. Around 31% of the respondents agreed with the statement that ‘more people fail rather than succeed in entrepreneurship’, and around 43% of the respondents disagreed with the same statement and 24% of the respondents remained neutral i.e., neither agreed nor disagreed.

Intention of starting a business

Respondents were asked whether they would start a business of their own someday. 52% of them expressed their interest in starting their own business in future (hereafter referred to as intended entrepreneurs), 46% stated that they definitely would not start any business of their own and remaining 2% didn't provide any information. Table 4.8 provides information on the time frame of the intended entrepreneurs. More than half of the intended entrepreneurs didn't mention any clear timeline regarding when they planned to start the new business. Their answers were expressed in terms of non-time line factors like, after some time, after completing their education, after retirement, after getting a loan, etc. However, out of the remaining respondents, 18% of them stated that they would start a business within a year, around 10% said that they would do so within three years and 7.5% stated that they would wait for at least five years.

Table 4.8: Time Period of Starting A Business Expressed by Intended Entrepreneurs

Time period	No. of responses	Percentage
Within one year	65	18.01
Within three years	34	9.42
After five years	27	7.48
Undefined time frame	189	52.35
Not available	46	12.74
Total	361	100

Table 4.9 lists the nature or type of business to be started by the intended entrepreneurs. 41% of them were interested in starting business in the service sector. These service businesses including coaching or tuition centers, schools, beauty parlors, transport services, tailoring centers and consultancy services. Around 27% of the intended entrepreneurs were interested in trading viz. export/ import, kirana stores, agencies and selling household items. Only 11.5% of the intended entrepreneurs were interested in the manufacturing sector, specifically, farm products and minerals and stones related industries. Around 9% of the intended entrepreneurs were interested in other businesses like modern agriculture, labour intensive businesses, environment related business, etc.,

Table 4.9: Nature of Business Expressed by Intended Entrepreneurs

Nature/ Type of business	No. of responses	Percentage
Trading	97	26.88
Manufacturing	42	11.63
Service	148	41.00
Other businesses	32	8.86
Not reported	42	11.63
Total	361	100

Focus of this research being on entrepreneurship as applicable to manufacturing, the findings suggest that 42 respondents out of a total of 695 individuals who were interviewed were inclined towards establishing their own manufacturing set ups. This observation translates roughly into 6% of the sample surveyed.

Occupation and education profile of the intended entrepreneurs are depicted in Table 4.10 and 4.11.

Table 4.10: Occupation Profile of Intended Entrepreneurs

Occupation	No. of persons	Percentage
Student	192	53.19
Self-employed	43	11.91
Unemployed	15	4.16
Housewife	19	5.26
Private sector employee	35	9.70
Retired	5	1.39
Government employee	34	9.42
Others	12	3.32
Not reported	6	1.66
Total	361	100

More than 50% of the intended entrepreneurs were from the student community. Self-employed, unemployed and private sector employees together constituting less than 25% of the intended entrepreneurs showed an interest in starting a new business. Housewives stand slightly ahead of the unemployed in terms of their intentions to start a business. There was not much difference between government and private sector employees with regard to their intention to start a business.

Table 4.11 reveals the educational details of the intended entrepreneurs. As the educational qualification increases the percentage of intended entrepreneurs also increases. This trend starts right from the level of not having a formal education to the graduate level, whereas at the post graduate level there is a drop in the number of intended entrepreneurs. This may be due to the fact that almost all postgraduate programmes are tuned towards preparing candidates for a job or a profession rather than self-employment or an entrepreneurial career.

Table 4.11: Education Profile of Intended Entrepreneurs

Education	No. of persons	Percentage
No formal education	2	0.55
Primary level	5	1.39
Secondary level	32	8.86
Higher secondary	115	31.87
Graduate	124	34.35
Post graduate	78	21.61
Not reported	5	1.39
Total	361	100

Reasons for not getting into business:

47% of the sample studied stated that they would not start any business in future. Table 4.12 provides the reasons for not starting a business. One-fourth of the respondents were not interested because of family reasons, such as ‘being housewife I have no drive for any business’, ‘there is no requirement to do any business’, ‘other family members are doing it’, ‘need to take care of parents’, ‘need to take rest’, etc. Around 19% of the respondents were satisfied with their current job. Around 12.5% of the respondents (mostly in government jobs) stated that existing regulation governing their employment didn’t allow them to do any business while they were in service. 9% of the respondents explained that they were not in a position to start any business ‘because of lack of information, ideas and experience’. Lack of financial resources or interest in pursuing higher studies were the least frequently stated reasons for not starting a business.

Table 4.12: Reasons for Not Starting a Business

Reasons	No. of responses	Percentage
Satisfied with current job	59	18.21
Unwillingness or inability to take risk	13	4.01
Lack of ideas or information or skills and experience	28	8.64
Lack of financial resources	8	2.47
Existing job doesn't allow any scope to do business	40	12.35
Like to pursue higher studies	8	2.47
Don't like entrepreneurship	48	14.81
Family reasons	81	25.00
Not reported	39	12.04
Total	324	100

4.3.1 Society's Perception Towards Entrepreneurship as a Career Option

Entrepreneurship flourishes with a favourable social attitude and interface. Individuals commence business when the social environment values entrepreneurship. Societies and cultures that value entrepreneurship tend to develop a social system to encourage it [100]. Programs that develop social awareness have a positive effect on growth and development of entrepreneurship and small business.

Some characteristics of a society such as its attitude towards entrepreneurs and entrepreneurship as a career option are likely to have a significant influence on entrepreneurial activity and these characteristics may require long periods of time to change [101].

A favorable economic environment has a positive impact on entrepreneurship. Changes in the social structure as a result of education induced young entrepreneurs from trading community to move from traditional occupation and remain independent from family ties [102].

The perception within India is that the environment is not conducive to the development of entrepreneurial talent. In a survey conducted by Accenture, fifty per cent of the respondents felt that Indians had a negative attitude towards entrepreneurship. In India entrepreneurship is often linked with greed and self-promotion. Indian society does not encourage or support risk-taking. Security and stability are important in Indian society [103].

In the 'entrepreneurial event' model [104] Aldrich and Weidnemayer argued that entrepreneurial intentions require the founders to perceive entrepreneurship as a 'credible' career alternative. Credibility depends on perception that the venture is both desirable and feasible. They were the first researchers to study society's attitude towards starting a business and societal attitude towards business in general [105].

The general population studied can be classified into four groups [106].

Potential entrepreneurs are those who at a particular time have a pre-existing preparedness, but not salient intention, to start a business.

Intending entrepreneurs are those who at a particular time have a salient intention to start a business.

Actual entrepreneurs are those who gather information towards the creation of an organization and establish the enterprise.

No wish: Remainder of the population and those already in business but currently with no preparedness or intention to start another.

Gender analysis:

Table 4.13 reveals that 70% of women felt that only the employed choose to start new firms. More than 70% of them also had a positive view towards entrepreneurship. They viewed entrepreneurship as a good career choice, and strongly agreed that entrepreneurs were highly respected in society and played a vital role in the development of society. Around 44% of the female respondents disagreed with the statement that more entrepreneurs' fail than succeed; less than a quarter agreed.

Table 4.13: Female Attitude Towards Entrepreneurship**(in percentage)**

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	13.48	9.93	70.92	5.67	100
b) Entrepreneurship is a respectable way to earn a living.	77.66	11.7	6.38	4.26	100
c) Entrepreneurship is a good career choice.	68.8	15.25	9.57	6.38	100
d) More people fail than succeed in entrepreneurship.	29.79	22.34	43.26	4.61	100
e) Entrepreneurs contribute to society's development.	70.21	15.96	8.87	4.96	100
f) Successful entrepreneurs are highly respected in the society.	82.27	7.8	6.74	3.19	100

Analysis as per age group:

Respondents were divided into four “age-groups” for the purpose of this analysis. This include adult (18-24), early middle (25-34), late middle (35-44) and old (45-60). It is a common perception that people in their adult and early and late middle age groups’ tend to start business. In the following paragraphs the attitudes of adult, early and late middle age groups’ towards entrepreneurship are analyzed.

Table 4.14: Adults Attitude Towards Entrepreneurship**(in percentage)**

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	14.2	10.58	70.39	4.83	100
b) Entrepreneurship is a respectable way to earn a living.	74.02	9.97	12.08	3.93	100
c) Entrepreneurship is a good career choice.	67.07	14.5	13.29	5.14	100
d) More people fail than succeed in entrepreneurship.	29.91	19.34	46.53	4.22	100
e) Entrepreneurs contribute to society's development.	68.58	13.9	12.08	5.44	100
f) Successful entrepreneurs are highly respected in the society.	78.78	8.23	9.97	3.02	100

331 responded to the questionnaire. From Table 4.14 we can observe that about two-thirds of them believed that entrepreneurship was a good way to earn a living. Over 70% disagreed that the unemployed choose to start businesses. Almost the same number also felt that entrepreneurship was a good career choice and agreed that entrepreneurs played a vital role in terms of the development of society. Nearly 50% of the respondents strongly disagreed with the view that more people failed than succeeded in entrepreneurship.

Table 4.15: Middle Age Groups' Attitude Towards Entrepreneurship
(in percentage)

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	17.26	11.9	67.26	3.58	100
b) Entrepreneurship is a respectable way to earn a living.	76.19	10.12	6.55	7.14	100
c) Entrepreneurship is a good career choice.	64.29	20.24	10.12	5.35	100
d) More people fail than succeed in entrepreneurship.	29.17	27.38	38.1	5.35	100
e) Entrepreneurs contribute to society's development.	70.24	13.1	11.31	5.35	100
f) Successful entrepreneurs are highly respected in the society.	73.21	13.1	10.71	2.98	100

The sample included 168 early and late middle age people. They had a similar opinion to that of adults with regard to entrepreneurs social contribution, status and taking up entrepreneurship as career options. However, only 38% of the early and late middle age groups' disagreed that entrepreneurs more often failed than succeeded. Around 28% of the respondents were neutral i.e., they neither disagreed nor agreed with regard to entrepreneurs' failure.

The attitude towards entrepreneurship of the adult and the early and late middle age groups' combined together, is presented in the Table 4.16

Table 4.16: Adult, Early & Late Middle Age Groups' Attitude Towards Entrepreneurship
(in percentage)

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	15.23	11.02	69.34	4.41	100
b) Entrepreneurship is a respectable way to earn a living.	74.75	10.02	10.22	5.01	100
c) Entrepreneurship is a good career choice.	66.13	16.43	12.22	5.22	100
d) More people fail than succeed in entrepreneurship.	29.66	22.04	43.69	4.61	100
e) Entrepreneurs contribute to society's development.	67.78	13.36	13.56	5.30	100
f) Successful entrepreneurs are highly respected in the society.	76.95	9.82	10.22	3.01	100

The adult, early and late middle age groups together had a positive and favorable attitude towards entrepreneurship. Almost 44% of respondents disagreed with the view that most entrepreneurs fail.

Educational qualification and entrepreneurship

Education plays a vital role in shaping the attitude of individuals. The objective is to identify differences that exist between individuals having different educational qualifications with regard to their attitudes towards entrepreneurship. Respondents were divided into three groups namely: respondents with higher secondary education, graduate degree and post-graduate qualifications. In the present sample higher secondary, graduate

and postgraduate respondents constituted 27%, 32% and 30% of the sample respectively. Each of these categories of respondent was studied separately.

Table 4.17: Higher Secondary Qualified Respondents' Attitude Towards Entrepreneurship
(in percentage)

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	13.59	9.78	72.83	3.80	100
b) Entrepreneurship is a respectable way to earn a living.	72.28	8.70	15.76	3.26	100
c) Entrepreneurship is a good career choice.	65.76	14.13	15.22	4.89	100
d) More people fail than succeed in entrepreneurship.	32.07	22.28	41.85	3.80	100
e) Entrepreneurs contribute to society's development.	68.47	13.59	13.59	4.35	100
f) Successful entrepreneurs are highly respected in the society.	74.45	8.70	13.59	3.26	100

Table 4.17 reveals that more than two third of the higher secondary respondents had a favorable attitude towards entrepreneurship. However, mixed responses were obtained on entrepreneurial success.

Table 4.18: Graduates' Attitude Towards Entrepreneurship**(in percentage)**

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	16.89	10.96	69.41	2.74	100
b) Entrepreneurship is a respectable way to earn a living.	81.28	10.04	7.31	1.37	100
c) Entrepreneurship is a good career choice.	73.97	15.98	6.85	3.20	100
d) More people fail than succeed in entrepreneurship.	32.88	21.46	43.38	2.28	100
e) Entrepreneurs contribute to society's development.	73.97	13.25	10.5	2.28	100
f) Successful entrepreneurs are highly respected in the society.	84.47	7.77	6.39	1.37	100

Among all respondents, graduates showed most positive and favorable attitude towards entrepreneurship. On an average, more than 80% of them had a very positive view towards various parameters of entrepreneurship. On success rate of entrepreneurs, like the other categories of respondents, graduates also provided a mixed response (Refer Table 4.18).

Table 4.19: Post-Graduates' Attitude Towards Entrepreneurship
(in percentage)

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	16.75	14.83	61.24	7.18	100
b) Entrepreneurship is a respectable way to earn a living.	78.95	9.57	5.26	6.22	100
c) Entrepreneurship is a good career choice.	70.33	14.84	8.13	6.70	100
d) More people fail than succeed in entrepreneurship.	22.96	28.23	42.11	6.70	100
e) Entrepreneurs contribute to society's development.	72.25	11.48	10.05	6.22	100
f) Successful entrepreneurs are highly respected in the society.	77.99	9.57	7.18	5.26	100

Post-graduates' showed a highly favorable attitude towards entrepreneurship. But on the contrary around a quarter of respondents showed a string disagreement that "more failed than succeeded in entrepreneurship."

Table 4.20 depicts a combined attitude of higher secondary, graduates and post-graduate respondents. More than 70% of these respondents displayed a positive attitude towards various aspects of entrepreneurship. Again, it was observed that there was a mixed response to the statement that "more entrepreneurs failed than succeeded."

Table 4.20: Combined Attitude Towards Entrepreneurship**(in percentage)**

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	15.85	11.93	67.65	4.57	100
b) Entrepreneurship is a respectable way to earn a living.	77.78	9.48	9.15	3.59	100
c) Entrepreneurship is a good career choice.	70.26	15.04	9.80	4.90	100
d) More people fail than succeed in entrepreneurship.	29.25	24.02	42.48	4.25	100
e) Entrepreneurs contribute to society's development.	71.73	12.75	11.27	4.25	100
f) Successful entrepreneurs are highly respected in the society.	79.25	8.66	8.82	3.27	100

Joint family

Around 60% of the respondents were living in a joint family. It is believed that a person from a joint family background is likely to have a favorable attitude towards entrepreneurship and become an entrepreneur. Table 4.21 provides the details on attitude of those respondents on various parameters of entrepreneurship.

Table 4.21: Attitude of Respondents With Joint Family Background towards Entrepreneurship
(in percentage)

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	16.06	9.49	69.59	4.86	100
b) Entrepreneurship is a respectable way to earn a living.	75.91	9.73	9.98	4.38	100
c) Entrepreneurship is a good career choice.	68.37	14.84	10.95	5.84	100
d) More people fail than succeed in entrepreneurship.	29.68	22.38	44.53	3.41	100
e) Entrepreneurs contribute to society's development.	68.37	15.57	11.44	4.62	100
f) Successful entrepreneurs are highly respected in the society.	77.37	9	10.22	3.41	100

Income-group and entrepreneurship

Respondents' were broadly classified into four categories based on their average monthly income in rupees: less than 5,000; 5,001-10,000; 10,001-20,000 and above 20,000. For analysis the first two categories and the last two categories are clubbed together and hereafter will be referred as low-middle income group and middle-high income group. The data collected for these groups are presented in the Table 4.22 and Table 4.23.

Table 4.22: Low-Middle Income Groups' Attitude Towards Entrepreneurship
(in percentage)

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	13.82	9.87	72.04	4.27	100
b) Entrepreneurship is a respectable way to earn a living.	70.72	11.52	12.17	5.59	100
c) Entrepreneurship is a good career choice.	64.80	12.83	15.46	6.91	100
d) More people fail than succeed in entrepreneurship.	28.62	18.09	49.01	4.28	100
e) Entrepreneurs contribute to society's development.	65.79	14.14	13.16	6.91	100
f) Successful entrepreneurs are highly respected in the society.	71.38	12.83	12.83	2.96	100

The low-middle income group constituted approximately 44% of the sample. Respondents displayed a highly favorable attitude towards all aspects of entrepreneurship. But about 50% disagreed with the view that “more people failed than succeeded in entrepreneurship.”

Table 4.23: Middle-High Income Groups' Attitude Towards Entrepreneurship
(in percentage)

Statements	Agree	Neutral	Disagree	Not reported	Total
a) Only the unemployed choose to start new firms.	17.80	13.09	64.66	4.45	100
b) Entrepreneurship is a respectable way to earn a living.	81.41	9.43	6.28	2.88	100
c) Entrepreneurship is a good career choice.	71.99	16.75	7.33	3.93	100
d) More people fail than succeed in entrepreneurship.	30.89	28.01	36.91	4.19	100
e) Entrepreneurs contribute to society's development.	73.04	13.87	10.21	2.88	100
f) Successful entrepreneurs are highly respected in the society.	84.29	6.28	6.02	3.41	100

It was notable that more than two-third of the respondents from the middle-high income group agreed that entrepreneurs were respected in society and that it was a respectable way to earn a living. More than 70% of the group also agreed with the statements that entrepreneurship was a good career choice and that entrepreneurs contributed to society. There was an almost equal distribution of views with regard to the statement that more entrepreneurs' failed than succeeded in entrepreneurship.

The general public understood the term 'industrial entrepreneurship' divergently: a source of employment and career opportunity, starting a business and producing and selling goods, or a means of making profits/ generating income. Just over half of the respondents expressed an interest in starting their own business. The remaining

respondents cited various reasons for which they were not interested in starting their own businesses viz: family reasons, satisfaction with the current job, dislike of entrepreneurship, etc. The overall attitude of the general public towards entrepreneurship as career option was positive. Over half of the population felt that entrepreneurship was a good career choice and a respectable way to earn a living. Most of them also agreed that entrepreneurs contributed to the development of the society. As far as the success of entrepreneurs was concerned, there was a mixed response among the respondents. Opinion was divided almost equally over the proposition that more entrepreneurs succeeded than failed. Comparing the overall perception gender wise, age wise and income wise, analysis revealed little difference in attitudes towards entrepreneurship as a career option.

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