

Original Research Article

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## Correlation between Socio-Personal Variables and Entrepreneurial Orientation among Agriculture and Animal Sciences Undergraduates

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### ABSTRACT

#### Keywords

Socio-personal conditions, Entrepreneurial orientation, Undergraduates, correlation

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The benefits of entrepreneurship to the society and the economy as a whole are enormous. Career in entrepreneurship offers individuals with significant opportunities to achieve independence, reap greater financial payback and gain the economy. It creates jobs setting stage for a flourishing economy and makes people and their nations richer. Entrepreneurial behavior is a set of activities and practices by which individuals can autonomously generate and use different resources in combinations to pursue opportunities. Each has different capabilities for acquiring and applying entrepreneurial behaviors depends on their socio-economic conditions and experience. Generally, most people have very positive attitude towards entrepreneurship but only few people have actual plans of setting up a firm. Considering this present study conducted in Telangana state purposively to know the correlation between socio-personal variables and entrepreneurial orientation of the undergraduates. Pooled data revealed that family occupation, fathers' education, family income, gender, birth status in family had positive and significant relationship and age was correlated positively and highly significantly with entrepreneurial orientation on other hand academic performance had highly negative significant correlation with entrepreneurial orientation.

### Introduction

Entrepreneurship is recognized as an important solution for unemployment and economic development of a country. The rate of growth for entrepreneurship varies from country to country as well as from time to time for the same country. But the established fact is that it has a clear and positive impact on economic growth. The entrepreneur is the driving force behind the economic

development of countries. Economic growth, job creation, poverty alleviation, unemployment reduction and changes within an economy are positive outcomes associated with entrepreneurial activities.

Entrepreneurship as a career option has become increasingly desirable. Responding to this need, many colleges and universities around the world have significantly increased their offerings of entrepreneurship courses

over past 25 years. After the global financial crisis, encouraging university graduates entrepreneurship to create more self-employment opportunities has become a key strategy to deal with unemployment problems. The last 15 years has seen a significant change in the economic landscape of India. The revival of entrepreneurship in the country has contributed to job creation, flexibility and competitiveness, innovativeness and job satisfaction (EIM, 2011).

The unemployment of undergraduates is one of the most consequential issues that many of the developing countries are nowadays dealing with. This could be caused by heterogenic educational planning in terms of market needs and also miscalculation of befitting human resources for the future labor market which is not withstanding the aim of the higher education system so as to provide graduates with necessary skills and play an active role in the society's affairs. The interest of youngsters in agriculture is reducing day by day and attracting and retaining youth in this sector is very important for future food security. Their interest needs to be rejuvenated to take up agriculture as profession, business as way of earning for better livelihood. It is a fact that all the trained graduates in agriculture cannot be employed in the public sector. There is a tremendous scope for empowerment of agricultural graduates through establishment of Dairy, Poultry, Fishery, Food Processing and Value Addition, Floriculture, Green house, Poly house enterprises etc.; and thus they can even become employment generator. But, it has been many a times reported that only few students want to become entrepreneurs.

Entrepreneurial behavior is a set of activities and practices by which individuals can autonomously generate and use different resources in combinations to pursue opportunities. Each has different capabilities

for acquiring and applying entrepreneurial behaviors depends on their socio-economic conditions and experience. Generally, most people have very positive attitude towards entrepreneurship but only few people have actual plans of setting up a firm (Arenius-Antio *et al.*, 2004). More particular, it is university graduates that are not interested of the entrepreneurial career. In fact, there is a negative correlation between education and entrepreneurship. The more educated a person, the less likely she or he is to act as an entrepreneur (Arenius *et al.*, 2004).

There is a positive relationship between entrepreneurship intentions and personality traits (Yosuf *et al.*, 2007). Gartner (1988) says that the entrepreneurs are individuals with distinctive and specific personality traits. Personality traits have direct impact on many entrepreneurial activities including the intention to launch a new business, success in business, and enhance entrepreneurial set up (Shaver and Scott, 1991).

Since the origin of the theory of the entrepreneurship, researchers have been fascinated to study the demographic factors affecting the entrepreneurial intention. According to Ashley *et al.*, (2009), there are number of individual factors that motivate a person's decision to become an entrepreneur. These can be categorized as demographic factors and psychological factors.

Ismail *et al.*, (2009) in one of his study mentioned that demographic factors that affected by entrepreneurial activities are age, sex, education, and work experience. Demographic factors such as household income, gender, and race for ethnicity were found significantly affect the innovative attitude of arts and business students (Gibson and Gibson 2010). Parental socio economic status affects student's orientation towards entrepreneurship (Olanrewaju, 2013).

## Materials and Methods

Exploratory research design was employed for the present study. Telangana state was purposively selected as it had all desired streams and disciplines of graduates in agricultural higher education *i.e.*, agriculture, horticulture, veterinary and dairy technology. In Telangana, agriculture education is under Professor Jaya Shankar Telangana State Agricultural University (PJTSAU), Horticulture education is under Sri Konda Laxman Telangana State Horticultural University (SKLTSHU) and Veterinary and Dairy Technology education is under P.V. Narasimha Rao Telangana State Veterinary University (PVNRTSVU).

From each major stream, one well-established college under these three universities was selected purposefully. 30 final year bachelor's degree students from each selected college in each stream *i.e.* B.Sc., (Agri.), B.Sc., (Horti.), B.V.Sc and A.H and B.Tech. (Dairy) were selected randomly from the list, making total sample size of 120 respondents. Data were collected using pre tested interview schedule and correlation between selected socio-personal variables and entrepreneurial orientation was done with the help of SPSS-21 Version.

## Results and Discussion

Agriculture undergraduates' entrepreneurial orientation had a positive and significant relation with age, family income, mothers' education and at 5% level of significance ( $p>0.05$ ). Academic performance had a negative correlation with entrepreneurial orientation at 5% level of significance ( $p>0.05$ ). Horticulture undergraduates' entrepreneurial orientation had positive and significant correlation with age, family income, birth status in family and fathers' education, at 5% level of significance

( $p>0.05$ ). Socio-personal variables *viz.*, age, family income, fathers' education and mothers' education, had a significant positive relationship with veterinary undergraduates' entrepreneurial orientation at 5% level of significance ( $p>0.05$ ). Dairy technology undergraduates' entrepreneurial orientation had positive significant relationship with age, birth status in family, family income at 5% level of significance ( $p>0.05$ ). Pooled data revealed that family occupation, fathers' education, family income, gender, birth status in family had positive and significant relationship and age was correlated positively and highly significantly with entrepreneurial orientation on other hand academic performance had highly negative significant correlation with entrepreneurial orientation.

Age of undergraduates had high significant positive correlation with their entrepreneurial orientation was reported, which might be due to the reason that the young undergraduates are more enthusiastic, courageous and ready to take risk as compared to old graduates due to which the young graduates have favorable attitude towards entrepreneurship whereas the old graduates due to being mature and realistic had less favorable attitude towards entrepreneurship.

The positive and non-significant relationship between category and orientation of graduates towards entrepreneurship might be due to the fact that the caste did not have any relationship with attitude towards agriculture entrepreneurship because unlike decades back in India business done by some particular caste only but in modern era irrespective of caste people are coming up with business ideas, so a student of any caste have favorable or unfavorable attitude towards agriculture entrepreneurship (Table 1).

The result revealed that academic performance of undergraduates had significantly negative

correlation with entrepreneurial orientation the low level of entrepreneurial competency was seen undergraduates who had high level of academic performance. The abundant opportunity in high profile agricultural job in public and private organization might have made the undergraduates more conscious and competent towards academic carrier rather than entrepreneurial carrier.

The negative and significant relationship between the family size and entrepreneurial orientation of undergraduates indicates that, as

in a nuclear family, the resources owned by the family usually unshared at disposal his/her, whereas in a larger family size the resources are shared partially or may not have at his/her disposal.

The positive and non-significant relationship between family education and entrepreneurial orientation of undergraduates might be due to reason that most of the undergraduates had medium family education level but their parents might have not motivated them towards agriculture entrepreneurship.

**Table.1** Correlation between socio-personal variables and Entrepreneurial orientation of the undergraduates

<i>Variables</i>	<b>B.Sc.(Agri) n=30</b>	<b>B.Sc.(Horti.) n=30</b>	<b>B.V.Sc &amp; A.H n=30</b>	<b>B.tech (Dairy) n=30</b>	<b>Pooled (N=120)</b>
Age	0.398*	0.430*	0.403*	0.414*	0.323**
Gender	0.140	0.174	0.068	0.124	0.202*
Religion	0.170	0.125	0.129	0.100	0.178
Category	0.136	0.123	0.054	0.111	0.130
Background	0.093	0.078	0.053	0.089	0.060
Birth orderin family	0.351	0.394*	0.250	0.425*	0.196*
Academic performance	-0.371*	-0.241	0.286	0.219	-0.436**
Family type	0.136	0.194	0.121	0.149	0.152
Family size	0.127	0.130	0.143	0.107	-0.232*
Family occupation	0.108	0.167	0.043	0.134	0.222*
Relatives owing business	0.129	0.119	0.171	0.078	0.143
family income	0.403*	0.432*	0.385*	0.399*	0.238*
Family education	0.052	0.041	0.025	0.021	0.180
Fathers' education	0.316	0.421*	0.425*	0.329	0.197*
Mothers' education	0.418*	0.313	0.432*	0.292	0.175

\*- Significant at 5% level \*\*-Significant at 1% level

Birth order in the family had positive significant relationship with entrepreneurial orientation, which may be due to first born child have a more responsibilities like looking after their elders and family, rather than second or last born child.

The positive relationship between the family income and entrepreneurial orientation of undergraduates might be due to the reason that availability of financial supports of the family unable them to start their enterprise. Hence undergraduates belonging to high parental income family were more willing to be entrepreneur. Thus, the parents could provide complete facilities and afford higher education for their children leading to aspire to be well educated. This support and encouragement from the family help the children to develop favorable attitude towards agricultural entrepreneurship.

Fathers' education had non-significant positive relation by reason of higher educational qualification of the father could motivate the children to have a better educational aspiration, encouragement, and guidance throughout their career. But, most of the undergraduate students had less educated father might be the possible explanation of this result.

Family occupation status and entrepreneurial orientation significantly positively related which may be due to the fact that they had low to medium occupational status of family, thus they might not be able to start any new business without sufficient capital. Individuals with prior family owing business experiences may incorporate their experiences, growing up in a family where family establish and run an owing business provides an inspiring and supportive environment and the requisite information and resources to launch an owing business. In addition, it gives the opportunity to

experience the realities and challenges of the owing business world.

The significant and positive relationship between gender and entrepreneurial orientation of undergraduates might be due to the reason that gender difference is a fundamental socio-cultural dimension that also influences entrepreneurship. Despite the increasing, the number and share of women entrepreneurs' entrepreneurship is still a male stereotyped domain and associated with masculine traits and women's entrepreneurship is still significantly lower than male. Lower rate of female owing business ownership is primarily due to women's lower propensity to start owing businesses rather than to differences in survival rates across genders.

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