

**Influence of Demographic Factors on the Entrepreneurial Intentions:
Literature Review in context of University Student**

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Abstract

The rise in unemployment due to imbalance between population growth and job vacancies is a very big serious problem for the developing country. University students tended to contribute highest rate of unemployment because their preferences are to work with formal sectors than to become an entrepreneur. So, fostering entrepreneurial intention among the youths may be solution to diminish the unemployment ratio. The aim of the present study is to review the demographic variables that impact the formation of entrepreneurial intention. Various demographic variables such as: gender, age, family background, previous work experience, field of study etc. have been found from the previous studies that affect mostly the entrepreneurial intention of the graduates.

Keywords: Unemployment, Entrepreneurial Intention, Demographic variables,

Introduction

Entrepreneurship

The term “Entrepreneurship” derives from two words one is French word “entreprendre” and other is Germany word “unternehmen” both have same meaning to “undertake”. Entrepreneur is borrowed from the French language that refers to a person who assumes and operates a new venture and takes the risks. An entrepreneur is that person who is business leader seems for ideas and set them into realist world in fostering economic growth and development. Entrepreneurship is one of the most important inputs for the development of the country. An entrepreneur plays a vital role for reducing the unemployment by providing the employment.

According to Oxford Dictionary – “A person who sets up a business or businesses, taking on financial risks in the hope of profit”.

Entrepreneurial Intention

Entrepreneurship is not easy indeed it requires long term and systematic planning and business expertise in developing and managing business venture. Fostering entrepreneurship intention among youths will help in solving the problem of unemployment ratio. Intention is considered to be predictor of performing a specific behavior (Ajzen, 1980). Entrepreneurial intention is defined as willingness of individuals to perform entrepreneurial behaviour, to engage in entrepreneurial action, to be self employed (Dell,2008; Dhose & Walter,2010). An individual may have the potential to be entrepreneur but not make any transition into entrepreneurship unless they have such intentions (Mohammad Ismail et al., 2009). Individuals do not start a business as reflex; they do it intentionally rather than engage it accidentally (Krueger et. al., 2000). The intention is formed at least a year in advance of the new venture creation, suggesting a link between entrepreneurship and intention. Entrepreneurial process is a way of thinking. Identifying opportunities is clearly an intentional process and therefore entrepreneurial intentions are important for the explanation of entrepreneurship (Kruger, Reilly & Crusrus, 2000).According to Krueger (2007) intention serves as mediating factor between entrepreneurial action and potential exogenous influences.

Entrepreneurial Economics

Entrepreneurial economics deals the study of entrepreneurship and the entrepreneur in the economy. The entrepreneur and entrepreneurship take center stage in any effort to explain the long-term economic development. High level innovation is the main characteristics of an entrepreneurial economy combined with high rank of entrepreneurship, which result in the creation of new venture as well as new sectors and industries (Wikipedia).

As per as the Economic Times Report (2015), A survey showed that 82% worldwide respondents and 75.8% Indian respondents have reported readiness to start their own business in their current economic environment. To become an entrepreneur in India, in last 6 month there are 53.8% of the respondents have been a development in profit and 67.2% have been development in revenue. In next 6 months, near about 75% respondents expect to increase in profits and 80.4% respondents expect to increase in revenue.

The Government and society of India have not been very encouraging entrepreneurship. The ranking of India has been failing in the recent year. According to the Global Entrepreneurship Monitoring Reports, India's position has been falling from 2nd in the field of Total Entrepreneurship Activity (TEA) ever since and has reached a level rather close to the world average. Despite of the weaknesses, it ranked ninth in the survey of entrepreneurial countries by Global Entrepreneurship Monitor-GEM (Harish 2015). India ranks the highest among a group of countries in necessity-based entrepreneurship, which is associated with developing countries. Conversely, it ranks 5th from the bottom in opportunity-based entrepreneurship. Global Entrepreneurship Monitor (GEM, 2014) entrepreneurship survey, it was found that approximately 55-60% of Indian observe that entrepreneurship is a good career selection and that to increase the entrepreneur's position in society it requires sufficient media awareness(Harish 2015). Today, India is facing two major problems that are poverty and unemployment. Most of the youth educated are entering in labor force every year. So there is need to set the enterprise in India. Youth enterprise is

very important in a developing country like India because there can increase the individual, social and national development.

Review of Literature

Review of literature covers the way for a clear understanding of the areas of research already undertaken and throws a light on the potential areas which are yet to be covered. Keeping this fact in mind, an attempt has been made to make a brief survey of the previous works undertaken in the related field of the present study. For any research, the survey of related literature is of importance because it throws light on the issues relating to the study. It helps the researcher for a well conceived and planned approach in conducting the study.

Gender

Crant (1996) investigated the relationship between individual differences and entrepreneurial intentions of 181 students. The results signified that entrepreneurial intentions of students are significantly associated with gender. Male students have higher entrepreneurial intentions than female students.

Leroy et al. (2009) developed a study to find out the effect of gender on entrepreneurial intention. The study found that gender differences in entrepreneurial intention can be explained by the factors of personal attitude and perceived behavioral control but not by the subjective norms. The study concluded that men prefer entrepreneurship for getting ahead and notice the financial restraints whereas women prefer the entrepreneurship for getting organized and observe the personal potentials and women are more inclined to follow with social pressure than male.

Schwarz et al. (2009) have investigated determinates of entrepreneurial intention among students. The population was comprised of students from 7 universities in Austria; students of law, medicine, technical, natural, social and business science courses have been taken. The study depicted that male students have higher intention towards entrepreneurship than female students.

Ismail et al. (2010) indicated that there is significant difference between male and female undergraduates' opinion towards entrepreneurship. The study indicated that female show more interest towards entrepreneurship because female want to enhance their skills and would like to face challenges in their career than male.

Zain et al (2010) expressed the influence of gender on entrepreneurial intention. The study revealed that gender has significant influence on entrepreneurial skill. Male students are more inclined to entrepreneurship than female graduates.

Rittippant et al. (2011) described the impacts of demographic factors which have impact on Entrepreneurial intention of young adults in Thailand. Sample was obtained from four regions (Middle, North, South and Northeast) and Bangkok. Sample was under graduate students and consists of business program and non-business program students. Sample of respondent was 1500 young adults in Bangkok, from which 799 was business students and 701 non business students. The study concluded that demographic factors (gender, region, educational background and family background) have significant relationship with attitude factors and aptitude factors which affect the entrepreneurial intention of students. It was found that gender wise, males have higher intention to start a new business as compared to females.

Nwankwo et al. (2012) investigated the gender role orientation on entrepreneurship intention. The result of their study showed that there is differences exist in gender role orientation on entrepreneurship intentions. Male posses personality characteristics that makes them more assertive, dominant and more possessive than female students that predispose them to entrepreneurship activities.

Karimi et al. (2013) conducted a study to explore the effect of gender on entrepreneurial intention. The study showed that no gender differences exist in the relationship between Perceived Behavior control and entrepreneurial intention. In this study, it has been found that attitude towards entrepreneurship for male students are more important than female whereas subjective norms are more important for female than male.

Zegeye (2013) conducted a research on factors explaining students' inclination towards Entrepreneurship. The study focused on the entrepreneurship inclination among the Ethiopian university students. The sample has been taken from the different departments i.e. Economics, Management, Cooperative, Marketing Management and Accounting. The researcher found that male students have higher entrepreneurship inclination in relation to the female students.

Pretheeba (2014) conducted a study to reveal the entrepreneurial intention among the business and engineering students. The study was based on Ajzen's theory of planned behaviour that considered the intention as a result of attitude, perceived behavioural control and subjective norms. The study examined the differences between male and female from engineering and business students on their entrepreneurial intention and the antecedents of entrepreneurial intention. A total of 109 post graduate students of business and engineering fields students were selected from universities in Sri Lanka. The study depicted that the entrepreneurial intention of male students from engineering and business courses are significantly higher than the female students of respective fields.

Aboobaker (2015) conducted that management post graduate student's posed higher social capital than non-management students. The study also showed that male possess the higher scoring than female in deciding the entrepreneurial social capital.

Guha (2015) conducted a study to understand the perception of undergraduate towards entrepreneurial skills. The study comprised the 279 undergraduates from various courses like B.tech and B.B.A. out of these total students 159 students were male and 120 were female students. Study showed that courses and gender have influence on the entrepreneurial skills of the students. Female engineering have more inclination towards the entrepreneurial skills as compared to male engineering on the other side male management graduates have higher entrepreneurial skills than the female management graduates.

Sasu et al. (2015) conducted a study to analyze the demographic characteristics for starting a business. The study included the 200 undergraduate students from

Alexandru Ioan Cuza university and technical university Gheorghe Asachi from Iasi, Romania. The main objective of the study was to find out the influence of gender on the intent, motivations and attitudes of new entrepreneurs. The study concluded that males have higher entrepreneurial intention as compared to females.

Neneh (2016) conducted a study to examine the determinants of entrepreneurial intention among final year undergraduate university students from two universities in Cameron. The study reveals that there was significant difference between entrepreneurial intention and demographic variables. The results showed that there were significant gender differences with regard to entrepreneurial intention; it was found that male students have a higher intention towards entrepreneurship than female students.

Rudhumbu et al. (2016) carried out a study to examine the attitudes of undergraduate fourth year students towards entrepreneurship education. A sample 250 students from a population of 462 students was taken. The study looked at impact of demographic variables of the students on their attitude towards entrepreneurship. Gender has an influence on the attitude of students towards entrepreneurship education.

Uddin et al. (2016) studied relationship of demographic variables on the entrepreneurship intention of Omani university students. It was found that majority of students have intention to become an entrepreneurs. The results of the demographic factors on entrepreneurial intentions showed that Gender has positive relationship with entrepreneurial intention. Males are more inclined towards entrepreneurship than females.

Previous work experience

Cooper et al. (1994) found that entrepreneurs' children be taught the reasons involving to start up a new business and think to establish a new organization as a career option plan.

Mazzarol et al. (1999) conducted a study that explains the previous work experience can influence the entrepreneurial intention of individuals. The study

showed that individuals who have worked in the government sectors are less inclined towards entrepreneurship as compared to those who have experience in private sector.

Basu et al. (2008) highlighted that prior experience have positive and significant effect on starting a new venture. Students have prior experience; have more inclined to start a new business.

Ahmed et al. (2010) aims to find out the impact of demographics variables on entrepreneurial intentions of university students in Pakistan. The study emphasized that the generally students are fairly paying attention to choose entrepreneurial venture in the future. Students with entrepreneurial experience, whether with their experience or their family experience, are more inclined towards entrepreneurial career than other classes' students.

Petermen et al. (2013) found a positive relationship between entrepreneurial intention and previous work experience in a small business environment. People, who have prior work experience in entrepreneurship, are more inclined to become an entrepreneur as compared to those with no working experience. Previous work experience facilitates to expand the knowledge and skills that are required to start a new business.

Zegeye (2013) conducted a research on factors explaining students' inclination towards Entrepreneurship. The study focused on the entrepreneurship inclination among the Ethiopian university students. The sample has been taken from the different departments i.e. Economics, Management, Cooperative, Marketing Management and Accounting. The researcher found that working experienced university students have more inclination towards the entrepreneurship as compared to those who have no work experience.

Basu et al. (2014) conducted a study that explores the entrepreneurial intentions and their antecedents among 123 students at San Jose State University. The study showed that prior experience in entrepreneurship has positive effect on student's attitudes towards a career in entrepreneurship. Students who have previous

experience of starting their own business have more positive attitudes towards entrepreneurship.

Fatoki (2014) developed a study to investigate whether there is a significant relationship between the students who have prior work experience in entrepreneurship and the students who have no prior work experience. The study concluded that students who have prior work experience have high level of entrepreneurial intention as compared to those have no early work experience in the entrepreneurship.

Sharma et al. (2014) conducted a study among 530 students of final year of various professional courses of Uttarakhand state of India. The study exposed that the earlier work experience of a student in business has negative influence on student decision to take entrepreneurship as a career.

Uddin et al. (2016) studied relationship of demographic variables on the entrepreneurship intention of Omani university students. It was found that majority of students have intention to become an entrepreneurs. Researchers explored the relationship between experience and entrepreneurial intention; experience facilitates to have a good knowledge about business and helps to start a new business.

Family background

Scott et al. (1988) developed a study and found that respondents whose family owned a business have higher intention towards entrepreneurship than the other family background.

Crant (1996) investigated the relationship between individual differences and entrepreneurial intentions of 181 students. The results signified that entrepreneurial intentions of students are significantly associated with entrepreneurial parents. It was found that students who belong to entrepreneurial parents are significantly inclination towards entrepreneurship.

McElwee et al. (2003) stated that children who grew up with business parents have higher inclination to start own business as a career option.

Zain et al (2010) expressed the influence of family background on entrepreneurial intention. The study proved that parents' background has a significant impact on Entrepreneurial Intention. Students who are from business background are more inclined towards entrepreneurship than those who are not from business background.

Rittippant et al. (2011) described the impacts of demographic factors which have impact on Entrepreneurial intention of young adults in Thailand. Sample was obtained from four regions (Middle, North, South and Northeast) and Bangkok. Sample was under graduate students and consists of business program and non-business program students. Sample of respondent was 1500 young adults in Bangkok, from which 799 was business students and 701 non business students. The study concluded that demographic factors (gender, region, educational background and family background) have significant relationship with attitude factors and aptitude factors which affect the entrepreneurial intention of students. It was found that students' whose family background is related to business has higher intention to start a new venture.

Zegeye (2013) conducted a research on factors explaining students' inclination towards Entrepreneurship. The study focused on the entrepreneurship inclination among the Ethiopian university students. The sample has been taken from the different departments i.e. Economics, Management, Cooperative, Marketing Management and Accounting. The researcher found the relationship between entrepreneurship inclination and family business background. With reference to the family background, father's occupation was not significantly related with the students' entrepreneurship inclination in comparison to the mother's occupation.

Pablo et al. (2014) developed a study to prove the parental influence on entrepreneurial intention of technical degree students. The finding of the study showed that parents who have their own business, to become the role model, and more inclined their children towards entrepreneurship whereas parents who work in government sector areas were perceived as negative role model.

Prabhu et al. (2014) conducted a study among the management graduates of B school in Kerala. The study aims to explore the influence of parental factors which affect the entrepreneurial intention of students. The higher inclination of students towards entrepreneurship was found whose parents have their own business and was significantly greater than that of those students whose parents are not entrepreneurs. The study concluded that students' entrepreneurial intentions were influenced by parental factors such as family standard of living, educational qualification of parents, parental role model, and access to business of parents and entrepreneurial family culture.

Muhammad et al. (2014) indicated the influence of Parents' background on entrepreneurial intention of students. The results indicated that the parents' background influence the students' entrepreneurial intention. Entrepreneurship family background of students was more inclined the students to become entrepreneurs.

Sasu et al. (2015) conducted a study to analyze the demographic characteristics for starting a business. The study included the 200 undergraduate students from Alexandru Ioan Cuza university and technical university Gheorghe Asachi from Iasi, Romania. The main objective of the study was to find out the influence of family background on the intent, motivations and attitudes of new entrepreneurs. The study concluded that the students who belong to business family background are more inclined towards entrepreneurship than those families have not a business.

Neneh (2016) conducted a study to examine the determinants of entrepreneurial intention among final year undergraduate university students from two universities in Cameron. The study reveals that there was significant difference between entrepreneurial intention and demographic variables. The results showed that there were no significant differences in the level of entrepreneurial intention between students with an entrepreneurial family background and those students whose family do not owned business.

Parvani et al. (2016) conducted a study to investigate the inclination and disinclination among university students towards the entrepreneurship in Devi Ahilya University Teaching Departments in Indore. It was found that most of the students' family background was not from business background, in spite of this reason, the majority of the student's inclination towards the entrepreneurship was higher and they would like to start their own business in any stage of their career.

Uddin et al. (2016) studied relationship of demographic variables on the entrepreneurship intention of Omani university students. It was found that majority of students have intention to become an entrepreneurs. The results of the demographic factors on entrepreneurial intentions showed that father's occupation has positive relationship with entrepreneurial intention. Students whose fathers have their own business have higher entrepreneurial intention.

Chaudhary (2017) conducted a study to examine the influence of demographic variables on establishing the entrepreneurial intention. The study showed that the students of self employed family background have positive relationship with entrepreneurial intention.

Usman et al. (2017) developed a study and found that students who have family business are more likely to start a new business because this is helpful for the students to business knowledge, skills and experience for starting a new firm.

Field of study

Schwarz et al. (2009) have investigated determinates of entrepreneurial intention among students. The population was comprised of students from 7 universities in Austria; students of law, medicine, technical, natural, social and business science courses have been taken. The study depicted that the business students have higher entrepreneurial intention than the students in the field of humanities and science or technology.

Kuckertz et al. (2010) found that students having engineering courses have higher entrepreneurial intention than the students whose have management courses.

Ritippant et al. (2011) described the impacts of demographic factors which have impact on Entrepreneurial intention of young adults in Thailand. Sample was

obtained from four regions (Middle, North, South and Northeast) and Bangkok. Sample was under graduate students and consists of business program and non-business program students. Sample of respondent was 1500 young adults in Bangkok, from which 799 was business students and 701 non business students. The study found that business students have more entrepreneurial intentions to start a new business as compared to non business students.

Solesvik et al. (2013) developed a study and found that business and economics students who have enterprise education are more inclined towards entrepreneurship than engineering students whose have no enterprise education and knowledge.

Pretheeba (2014) conducted a study to reveal the entrepreneurial intention among the business and engineering students. The study was based on Ajzen's theory of planned behaviour that considered the intention as a result of attitude, perceived behavioural control and subjective norms. A total of 109 post graduate students of business and engineering fields students were selected from universities in Sri Lanka. Students from different stream of the study indicate differences in entrepreneurial attitude. Engineering students are more inclined toward entrepreneurship attitude as compared to management students.

Lunavath (2015) conducted a study to measure and identifies the determinants of entrepreneurial intention among the professional courses students pursuing the engineering and management courses in various institutions located in Andhra Pardesh, and 300 completed surveys were collected. The study concluded that majority of management students in comparison to Engineering students were more inclined to pursue public and private sector job as compared to start their own business because there are lack of motivation to pursue career as a Entrepreneurs.

Chaudhary (2017) conducted a study to examine the influence of demographic variables on establishing the entrepreneurial intention. The sample of the study incorporated both business and non-business students. The study showed that

business students are more inclined to start a new business than non-business students.

Age

Hisrich et al. (1986) found that it is expected that people within the 25-30 age group are more active and prepared to take any risk and at the same time have adequate knowledge and ability to start a new business.

Levesque et al. (2006) found the age related influences on entrepreneurship. The study concluded that the age has negative impact on entrepreneurial intention of the students.

Schwarz et al. (2009) have investigated determinates of entrepreneurial intention among students. The population was comprised of students from 7 universities in Austria; students of law, medicine, technical, natural, social and business science courses have been taken. The study also depicted the significant differences in entrepreneurial intention regarding age was found. Young students to be more enthusiastic about venture creation than the students exceed the age of 35.

Ahmed et al. (2010) aims to find out the impact of demographics variables on entrepreneurial intentions of university students in Pakistan. The study emphasized that the generally students are fairly paying attention to choose entrepreneurial venture in the future. Senior classes' students are more inclined towards entrepreneurship then junior classes' students because of their increased knowledge and practical exposure with the field and the market.

Conclusions

This paper attempts to review the demographic variables that impact the formation of entrepreneurial intention. Various demographic variables such as: gender, age, family background, previous work experience, field of study etc. have been found from the previous studies that affect mostly the entrepreneurial intention of the graduates. Based on the overall study findings, it has found in most of studies, male students have more inclination towards entrepreneurship in comparison to female students

(Leroy 2009, Zain et al. 2010, Aboobaker 2015, Rudhumbu et al. 2016). In previous experience context, it has been found that students having previous experience of starting own business, have positive attitude towards entrepreneurship than the students having no experience in this field (Basu et al. 2008, Petermen et al. 2013, Sharma et al. 2014, Uddin et al. 2016). In family background context, the study showed that students whose family owned a business or belong to entrepreneurial parents are significantly higher inclination towards entrepreneurship (Crant 1996, zain et al. 2010, Pablo et al. 2014, Parvani et al. 2016). In the field of study context, some of the studies showed that business students are more inclined to run a business than non-business students (Schwarz et al. 2009, Rittipant et al. 2011, Chaudhary 2017). And some of the studies have found that engineering students have higher intention to start own business than management (Pretheeba 2014, Kuckertz et al 2010, Lunavath 2015). And in age context, the study concluded that young students are more enthusiastic about entrepreneurship than the students exceed the age of 35 (Schwarz et al. 2009).

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