



A STUDY ON ENTREPRENEURIAL MOTIVATION BASED ON ECONOMIC BACKGROUND OF UNEMPLOYED GRADUATES

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Abstract

An individual taking up employment can able to switch companies if they are not comfortable with the present organization. But an individual taking up business and wants to become an entrepreneur cannot switch for want of comfort. It is more important that entrepreneur should maintain their mind in a constant involvement towards their entrepreneurial goal where entrepreneurial motivation plays a major role. There is a false belief that an individual from the economically backward family cannot venture into entrepreneurship and the only reason they say will be money. In this study, entrepreneurial motivation is estimated and influence of economic characteristics on motivation is also evaluated and suggestions are made on the interesting findings derived from the survey of 1035 unemployed graduates in Tamilnadu

Key Words: *Entrepreneurial Motivation, Economic Background.*

Introduction

Entrepreneurial Motivation

An individual taking up employment can able to switch companies if they are not comfortable with the present organization. But an individual taking up business and wants to become an entrepreneur cannot switch for want of comfort. It is more important that entrepreneur should maintain their mind in a constant involvement towards their entrepreneurial goal where entrepreneurial motivation plays a major role. Entrepreneurial motivation is a driving force which exists within an individual which supports them to become a successful entrepreneur. These driving forces should present in each and every individual to achieve their goals. Such motivation should always be with the entrepreneur in all the processes involved and helps them in achieving their goals without any mind struck.

Need for the Study

There is a false belief that an individual from the economically backward family cannot venture into entrepreneurship and the only reason they say will be money. Hence, this study is need of the present situation and put light on whether the economic conditions of an individual decides what they have to be in their life.

Review of Literature

Tatiana S. Manolova et al., (2007) based on expectancy theory and social perspectives, this study looks at the differential effects of men and women entrepreneurs human capital and networking on their growth expectancies in the context of a transitional economy. Survey data from men and women new venture owners in Bulgaria (n = 544) suggest that growth expectancy among men is significantly and positively associated with outside advice achieved through networking. Among women entrepreneurs, growth expectancy is significantly and positively associated with perceived benefits from prior experience. A chow test for coefficient differences reveals that the determinants of growth expectancy for women entrepreneurs are significantly different than those for men, rendering support for perspectives from social psychology, which suggest that women have different socialization experiences and. As a result, conceive of their new venture growth differently. Implications for managerial practice and public policy were discussed.

Phillip H. Kim (2006) Entrepreneurship contributes to business dynamics in all economies, and the individual benefits of starting a business are clear. Nonetheless, access to business start-ups may not be available to all people because of resource constraints. Using a unique new data set for the United States, we examine the relative importance of three forms of resources in pursuing start-up ventures: financial, human, and cultural capital. Our analysis of the Panel Study of Entrepreneurial Dynamics shows that neither financial nor cultural capital resources are necessary conditions for entrepreneurial entry. By contrast, potential entrepreneurs gain significant advantages if they possess high levels of human capital. Specifically, advanced education and managerial experience are significantly positively associated with entrepreneurial entry. Our findings suggest that attempts at entering entrepreneurship, at least in the short-term, may be increasing, as opportunities to acquire human capital are becoming more widespread.

Research Methods

Primary data was used for the study with survey conducted among 1035 unemployed graduates. Descriptive research method was used and followed convenience sampling method for identifying sample.

Objectives

To find out the entrepreneurial motivation level of the unemployed graduates, and also to verify whether motivation level varies with economic background.

Analysis and Interpretation

Table 1: Represents the Motivation Level of Unemployed Graduates in Tamilnadu

Motivation	Frequency (N)	Percentage (%)
Lowest level	50	5
Low level	30	3
Average level	110	11
High level	690	66
Highest level	155	15
Total	1035	100

Interpretation

From Table 1 it is noted that among the 1035 unemployed graduates 155 (15%) of the respondents have highest motivation level, 690 (66%) of the respondents have high motivation level, 110 (10.6%) of the respondents have average motivation level, 30 (3%) of the respondents have low level of motivation and 50 (5%) of the respondents have lowest motivation level. 15% of the respondents are highly motivated, Whereas 5% of them are less motivated.

Table 2: Displays the Cross Reference between Motivation Level and Economic Background of Unemployed Graduates in Tamilnadu

Variables	Motivation level					Total
	Lowest	Low	Average	High	Highest	
Family Income						
< 1 lakh	10	10	20	25	30	95
1 – 5 lakh	5	20	40	360	60	485
5 – 10 lakh	20	0	40	220	40	320
10 – 15 lakh	15	0	10	75	15	115
>15 lakh	0	0	0	10	10	20
Total	50	30	110	690	155	1035
Start Own Business						
Yes	50	25	70	650	110	905
No	0	5	40	40	45	130
Total	50	30	110	690	155	1035
Business Idea						
Yes	50	25	70	235	135	515
No	0	5	40	455	20	520
Total	50	30	110	690	155	1035
Expected Monthly Earning						
10000 – 20k	0	5	20	15	10	50
20001 – 30k	10	5	0	85	35	135
30001 – 40k	10	5	20	340	30	405
40001 – 50k	0	0	40	50	10	100
Above 50k	30	15	30	200	70	345
Total	50	30	110	690	155	1035

Interpretation

From Table 1 it is noted that among the 155 highest motivated respondents 60 of them having family income of 1 – 5 lakhs, 40 are having 5 – 10 lakhs, 30 are having less than 1 lakh, 15 of them having 10 – 15 lakh and remaining 10 respondents have more than 15 lakh. With 50 lowest motivated unemployed graduates 20 of them are in 5 to 10 lakh family income, 15 of them in 10 – 15 lakh, 10 are in less than 1 lakh and remaining 5 in 1 – 5 lakhs. Among the lowest motivated respondents 20 are in the family income of 5 – 10 lakh, no body from the family income more than 15 lakh falls in this segment and also all the 20 respondents of family income more than 15 lakh are having high and highest motivation level.



Among the 155 highest motivated unemployed graduates 110 respondents are interested to start their own business. Remaining 45 of them are not interested. All the 50 lowest motivated people have shown interest to start own business.

The 135 respondents in 155 highest motivated respondents have business idea and others don't have business idea. All the 50 lowest motivated respondents have their idea about which business to start.

Among the 155 highest motivation respondents 70 of the unemployed graduates expect monthly earning of above 50,000, 35 of them are expecting 20,001 – 30,000 as monthly earning, 30 are expecting 30,001 – 40,000. It is to be noted that person expecting 10,000 – 20,000 income does not fall in the category of lowest motivation level and with expectation of 40,001 – 50,000 are also not in the low and lowest motivation level.

Findings

1. 15% of the respondents are highly motivated, whereas 5% of them are less motivated.
2. Among the lowest motivated respondents 20 are in the family income of 5 – 10 lakh, no body from the family income more than 15 lakh falls in this segment and also all the 20 respondents of family income more than 15 lakh are having high and highest motivation level. With increase in family income the respondents in the low and lowest motivation level gets decreased.
3. All the 50 lowest motivated unemployed graduates have shown interest to start own business.
4. All the 50 lowest motivated respondents have their idea about which business to start.
5. It is to be noted that person expecting 10,000 – 20,000 income does not fall in the category of lowest motivation level and with expectation of 40,001 – 50,000 are also not in the low and lowest motivation level. With decrease in expectation of monthly earning the respondents in the low and lowest motivation also decrease and with the values obtained it can be predicted that optimum expectation of monthly earning is between 40,001 to 50,000 with nobody in low and lowest motivation.

Suggestion

1. From the findings it is clear that when the economic status increases the motivation level also increases to some extent. Hence, it is strongly recommended to parents that avoid making their children inferior to others by telling them that they are poor or middle class or rich i.e., don't give them economic identity.
2. All the lowest motivated people are having business idea and interested to start own business is appreciable. But before doing so they have to get to know about themselves first by writing down their pros and cons or positive and negatives and must try to develop their motivation level with proper counseling.
3. Findings depicted that if economic expectation increases motivation decreases, and optimum expectation falls in 40,001 to 50,000. Hence, it is suggested that expectation should be as per the need and one must not expect more than what they really wanted. They should be aware of their economic need.

Conclusion

When the economic status increases motivation increases. But with increase in economic expectation motivation gets decreased. Hence, it is proved that economic characteristics of the unemployed graduates do not have influence on motivation level. It is just the mindset of the respondents that decides the motivation level. Therefore let us eradicate economic inequality by not feeding them that they are poor or rich from their childhood onwards.

References

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