

Factors Influencing Entrepreneurial Intentions of Youth in Gujarat: Does Attitude Play a Mediating Role

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Abstract

Entrepreneurship is multifaceted. Examining it at different levels encourages entrepreneurial behaviour. The process of starting a business involves developing entrepreneurial intentions and then constructing and running the business. Entrepreneurial intention is thought to drive entrepreneurial behaviour. Understanding what motivates and shapes Indian youth's entrepreneurial intents is critical before developing effective entrepreneurship promotion strategies. This study empirically investigates the linkage between intentions and behaviour based on previous research on the characteristics that determine intentions of youth towards starting a business in Gujarat. A sample of 300 respondents in the age group of 15 to 24 years have been surveyed for the study using a structured questionnaire. The study aims at an entrepreneurial intention model to determine the factors that form adolescent entrepreneurial attitudes and intents while also considering the effect that entrepreneurial intention has on their entrepreneurial behaviour. It was tested using Smart PLS. Based on the theory of planned behaviour, researchers examined how personal characteristics, family support, government support, and education affect entrepreneur intent and made policy recommendations. This study makes a unique contribution by addressing a gap in the literature on the link between entrepreneurial intentions and perceived entrepreneurial behaviour among youth in Indian Context.

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Introduction

In India's development, productivity, efficiency, competitiveness, and inventiveness is crucial. Entrepreneurs can perceive opportunities in the worst situations. They always take calculated risks, creates jobs, and promotes "entrepreneurship" that changes economic progress. India keeps promoting entrepreneurship. India's start-up hub status is growing. In 2016, "Startup India" established simplified company laws, funding, and tax perks to create a business-friendly environment. "Digital India" and "Make in India" have boosted entrepreneurship by promoting digital transformation and manufacturing.

Gujarat has a vibrant startup environment that helps aspiring entrepreneurs' network and learn. The "Gujarat Startup and Innovation Policy" favors entrepreneurs in tech, agriculture, healthcare, and renewable energy. The state has various startup policies and activities. Industrial parks, Special economic zones, and specialized industrial clusters are proudly built in Gujarat. These infrastructure facilities help SMEs and startups launch and develop. Gujarat's GIFT City is India's first International Financial Services Centre and a rising commercial centre. It offers many services and incentives to financial and fintech entrepreneurs.

Entrepreneurs and Entrepreneurship

Entrepreneurship begins with a person's personality and personal factors. Personality traits and qualities have a big impact.¹ It is believed that entrepreneurs' main role in a free-market economy is value creation.² Entrepreneurial intent is linked to emotional stability and reduced insecurity.³ Moreover, entrepreneurial goals model can help people comprehend how creativity, opportunity recognition, measured risk-taking, and proactiveness work.⁴ Future entrepreneurs want social approval and personal fulfilment. Entrepreneurship is the drive to succeed and attain personal goals. Self-confidence is essential for entrepreneurs. Internal elements include personality traits, and external factors like family, parents, extended relatives, and society affect self-efficacy. Family and parents are also important, especially in entrepreneurship.⁵

Entrepreneurship has several facets. Learning it supports entrepreneurial behaviour from micro to macro standpoint. Traditional wisdom holds that greater education increases entrepreneurship.

Entrepreneurship education boosts innovation and economic growth. Today, entrepreneurship education and study are challenging and modern since creativity and innovation are the key to entrepreneurial success. Start-Up Initiative proposes a startup-friendly India. Support and simplification, financial aid and incentives, and industry-academia cooperation and incubation are key areas.⁶

The present paper studied the role of personal variables, family support, government support, and—education in nurturing the entrepreneur's intention mediated by attitude, which leads to perceived entrepreneurial behaviour in the youth of Gujarat.

Literature Review

The researchers in this study make an expanded entrepreneurial intention model to test to determine the factors that form adolescent entrepreneurial attitudes and intents while also considering the effect that entrepreneurial intention has on their entrepreneurial behaviour. To understand this, they have studied previous literature and it has been segregated into three categories as follows:

1. Factors impacting the entrepreneurial intentions
2. Entrepreneurial Attitude
3. Entrepreneurial behaviour

Factors impacting the entrepreneurial intention

Intentionality is a mental state in which one directs attention, experiences, and actions toward a predetermined objective.⁷

Personal variables

An entrepreneur exhibits certain personality qualities including a strong drive for success, great self-control, a willingness to take calculated risks, and intellect.

Family support

Future business owners were also impacted by a few pertinent components of their family history and their parents' outlook and expectations. Inspirational figures and educational attainment were other factors that may impact young people's motivation to start their own businesses.

Government support

Governments and institutions that make policies have recently been more interested in entrepreneurship. Scholars claimed that this sector has grown significantly due to the many policy efforts implemented by the Sri Lankan government after independence. To prevent any eroding of the industry base, it could be necessary to reflect on and alter some of the government of Sri Lanka's policies to improve the stability and sustainability units.

Education

Entrepreneurship education involves creating an entrepreneurial learning environment for students and creating a curriculum that would satisfy their desire to start a firm. Entrepreneurship classes will influence students' entrepreneurship. The study examined how entrepreneurship education motivates engineering students to start innovative digital companies.⁸ The urge for success, independence, and economic considerations were explored as entrepreneurial motivators. The research found that structural variables, educational support factors and personality qualities including risk-taking, achievement-drive and control-seeking affected the students who participated in the survey.

Entrepreneurial Attitude

Personal attitude strongly influences entrepreneurial attitude.⁹ Study found that family background, childhood experiences, role models, previous employment experiences, and education affected entrepreneurial intention. Entrepreneurial intentions predict entrepreneurial behaviour.¹⁰

Entrepreneurial behaviour

Entrepreneurial intent—the desire to create a firm is the precursor to entrepreneurial behaviour in most career choice models. Starting a business instead of working is entrepreneurial behaviour. The researchers believed that perceived desirability and feasibility determine the credibility of alternative behaviour, and entrepreneurial intention is partly influenced by entrepreneurial activity.¹¹

Conceptual frame work of the study

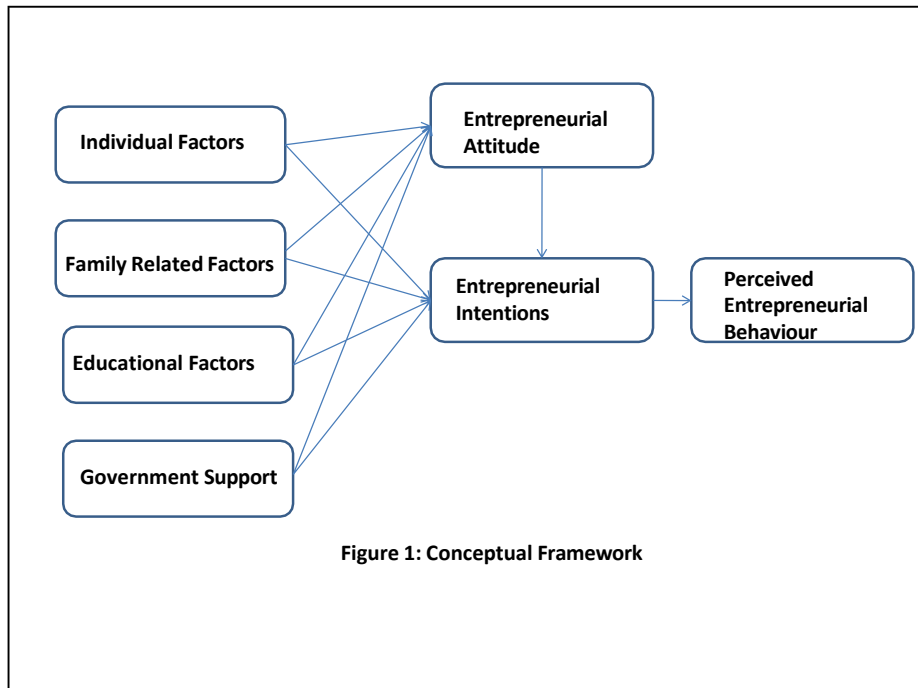


Figure 1: Conceptual Framework
Source: Created by Authors

Research Objectives

- To determine the elements that shape the intentions of youth in Gujarat towards entrepreneurship
- To understand the entrepreneurial intentions by expanding the existing model
- To analyze the mediating role of entrepreneurial attitude towards entrepreneurial behaviour.

Research Methodology

This empirical investigation explores the association between entrepreneurial intentions and behaviour, drawing from previous research on the determinants of youth's inclination to initiate businesses in Gujarat. A structured questionnaire was administered to 300 respondents aged 15 to 24 as part of a primary survey. The study utilized six items to gauge entrepreneurial intentions, five items to assess attitude towards

Entrepreneurship, and entrepreneurial behaviour measured using seven items. Additionally, seven items were used to measure creativity,¹² and three to evaluate proactive personality. The study also employed six items to assess the desire for success.¹³ Respondents participated in the survey voluntarily, with responses recorded on a five-point Likert scale ranging from 'strongly disagree' to 'strongly agree'.

The study included 12 constructs; the collected sample of 300 questionnaires is sufficient based on the rule of thumb for sample size required in Partial least squares structural equation modeling (PLS-SEM).¹⁴ The statistical analysis in this study was conducted using the Smart Partial Least Squares approach. It has the advantage of dealing with small sample sizes.¹⁵ It also has the advantage of testing complex predictive models and does not require that the data be distributed normally.¹⁶

Empirical Results

The completed questionnaire provided demographic information in Table 1. Smart PLS 4.0 was employed for statistical analysis with a sample size of 300. The reliability and validity of survey items, were assessed, ensuring all constructs had internal consistency with Cronbach's alpha and composite reliability values exceeding the threshold of 0.7. Cronbach's alpha values ranged from 0.7 to 0.9, indicating high reliability and composite reliability values ranged from 0.8 to 0.9.

To confirm convergent validity, all constructs in the study had Average Variance Extracted values exceeding the required threshold of 0.5 (Fornell & Larcker, 1981), as shown in Table 2, which also presents Cronbach's alpha, Composite Reliability, and Average Variance Extracted values. As per Fornell and Larcker's guidance, discriminant validity was established (Table 3) by ensuring that the square roots of Average Variance Extracted for each construct were greater than their corresponding correlation values. Cross loadings of all the variables have a higher value on their relative latent variable as compare with other construct.

The R^2 of entrepreneurial attitude, intentions and behaviour was investigated. The R^2 in the PLS analysis as shown in Table 4 was fair (0.60), indicating that the model accounts for 60% of the variance in entrepreneurial attitude, 0.413 for entrepreneurial behaviour and 0.484 for entrepreneurial intentions which is acceptable for the studies related to social science. Accordingly entrepreneurial attitude is taken as the mediator for the study.

Characteristics	Percentage	Frequency
Gender:		
Male	54.8%	164
Female	45.2%	136
Age:		
15-18 years	8.9%	27
19-21 years	40.4%	121
22-24 years	47.9%	144
Above 24 years	2.7%	8
Education:		
High school	4.1%	12
Graduation	25.3%	76
Post-Graduation	67.1%	201
Professional courses	3.4%	11
Father's Occupation:		
Business	43.8%	131
Job	37%	111
Profession	6.2%	19
Self employed	13%	39
Mothers Occupation:		
Business	2.7%	8
Job	7.5%	23
Profession	2.1%	6
Self employed	2.7%	8
Home maker	84.9%	255

Table 1: Characteristics of the survey participants
Source: Author's calculation on basis of primary data

	Cronbach's Alpha	CR (rho_a)	CR (rho_c)	AVE
CREATIVITY	0.884	0.888	0.91	0.594
DESIRE FOR SUCCESS	0.858	0.882	0.895	0.594
ENT ATTITUDE	0.896	0.897	0.923	0.707
ENT BEHAVIOUR	0.856	0.886	0.888	0.536
ENT COMPETENCY	0.896	0.898	0.92	0.659
ENT EDUCATION	0.841	0.877	0.904	0.758
ENT INTENTIONS	0.899	0.901	0.926	0.714
FAMILY BACKGROUND	0.887	0.891	0.93	0.816
FAMILY SUPPORT	0.917	0.923	0.938	0.751
GOVT SUPPORT	0.869	0.886	0.909	0.715
PRO PERSONALITY	0.818	0.832	0.891	0.733
QUALITY OF EDU	0.807	0.828	0.885	0.72

Table 2: Construct Validity and Reliability
Source: PLS-SEM output

	CREATIVITY	DESIRE FOR SUCCESS	ENT ATTITUDE	ENT BEHAVIOUR	ENT COMPETENCY	ENT EDUCATION	ENT INTENTIONS	FAMILY BACKGROUND	FAMILY SUPPORT	GOVT SUPPORT	PRO PERSONALITY	QUALITY OF EDU
CREATIVITY	0.77											
DESIRE FOR SUCCESS	0.56	0.77										
ENT ATTITUDE	0.66	0.624	0.84									
ENT BEHAVIOUR	0.58	0.538	0.64	0.732								
ENT COMPETENCY	0.67	0.757	0.69	0.705	0.812							
ENT EDUCATION	0.49	0.556	0.43	0.491	0.513	0.871						
ENT INTENTIONS	0.41	0.537	0.62	0.642	0.661	0.331	0.845					
FAMILY BACKGROUND	0.43	0.522	0.4	0.456	0.471	0.515	0.309	0.903				
FAMILY SUPPORT	0.5	0.59	0.6	0.502	0.65	0.423	0.402	0.68	0.867			
GOVT SUPPORT	0.46	0.39	0.36	0.432	0.459	0.528	0.265	0.366	0.37	0.846		
PRO PERSONALITY	0.66	0.803	0.62	0.575	0.816	0.496	0.52	0.419	0.607	0.401	0.856	
QUALITY OF EDU	0.45	0.551	0.44	0.447	0.496	0.649	0.25	0.402	0.38	0.594	0.438	0.849

Table 3: Results of Discriminant Validity

Source: PLS-SEM output

	R square	Adjusted R square
ENT ATTITUDE	0.6	0.588
ENT BEHAVIOUR	0.413	0.411
ENT INTENTIONS	0.484	0.466

Table 4: Regression
Source: PLS-SEM output

Model path analysis

The study employed a bootstrapping re-sampling procedure with Partial least squares structural equation modeling to assess the model and test various hypotheses. In Figure 2, the path diagram presented path coefficients (β), t-values, and significance values (p) derived from 500 bootstrapped samples. The findings revealed that creativity significantly influenced entrepreneurial attitude but did not significantly impact entrepreneurial intentions. Conversely, the desire for success substantially influenced both entrepreneurial attitude and intentions, while entrepreneurial competency positively affected both aspects as well. However, entrepreneurial education did not significantly shape either attitude or intentions. Family background and support had significant impacts on entrepreneurial attitude but not on intentions. Government support and a proactive personality did not significantly affect either dimension. Quality of education emerged as a significant factor influencing entrepreneurial intentions. Moreover, the study demonstrated that entrepreneurial attitude significantly mediated the effects of family background, creativity, family support, and desire for success on entrepreneurial intentions. Overall, these findings provide valuable insights into the factors influencing the entrepreneurial aspirations and behaviours of youth in Gujarat

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CREATIVITY -> ENT ATTITUDE	0.362	0.343	0.151	2.394	0.017
CREATIVITY -> ENT INTENTIONS	0.016	0.017	0.071	0.227	0.82
DESIRE FOR SUCCESS -> ENT ATTITUDE	0.224	0.223	0.081	2.774	0.006
DESIRE FOR SUCCESS -> ENT INTENTIONS	0.257	0.257	0.088	2.928	0.003
ENT COMPETENCY -> ENT ATTITUDE	0.249	0.259	0.107	2.339	0.019
ENT COMPETENCY -> ENT INTENTIONS	0.524	0.522	0.088	5.987	0
ENT EDUCATION -> ENT ATTITUDE	-0.004	0.006	0.074	0.048	0.962
ENT EDUCATION -> ENT INTENTIONS	0.054	0.052	0.067	0.811	0.417
FAMILY BACKGROUND -> ENT ATTITUDE	-0.151	-0.138	0.066	2.281	0.023
FAMILY BACKGROUND -> ENT INTENTIONS	-0.005	-0.008	0.071	0.066	0.948
FAMILY SUPPORT -> ENT ATTITUDE	0.304	0.295	0.069	4.41	0
FAMILY SUPPORT -> ENT INTENTIONS	-0.018	-0.014	0.079	0.231	0.817
GOVT SUPPORT -> ENT ATTITUDE	-0.045	-0.047	0.047	0.974	0.33
GOVT SUPPORT -> ENT INTENTIONS	0.027	0.033	0.066	0.412	0.68
PRO PERSONALITY -> ENT ATTITUDE	-0.126	-0.118	0.095	1.335	0.182
PRO PERSONALITY -> ENT INTENTIONS	-0.076	-0.076	0.109	0.697	0.486
QUALITY OF EDU -> ENT ATTITUDE	0.056	0.047	0.075	0.749	0.454
QUALITY OF EDU -> ENT INTENTIONS	-0.169	-0.168	0.071	2.389	0.017
ENT INTENTIONS -> ENT BEHAVIOUR	0.642	0.646	0.04	16.117	0
ENT ATTITUDE -> ENT INTENTIONS	0.459	0.471	0.094	4.889	0

Table 5: Direct effects

Source: PLS-SEM output

	Original sample	Sample mean (M)	Standard deviation	T statistics	P values
FAMILY BACKGROUND -> ENT ATTITUDE -> ENT INTENTIONS	-0.07	-0.06	0.032	2.13	0.03
CREATIVITY -> ENT ATTITUDE -> ENT INTENTIONS	0.166	0.157	0.072	2.29	0.02
QUALITY OF EDU -> ENT ATTITUDE -> ENT INTENTIONS	0.026	0.022	0.036	0.71	0.48
FAMILY SUPPORT -> ENT ATTITUDE -> ENT INTENTIONS	0.139	0.138	0.04	3.46	0
PRO PERSONALITY -> ENT ATTITUDE -> ENT INTENTIONS	-0.06	-0.05	0.045	1.29	0.2
GOVT SUPPORT -> ENT ATTITUDE -> ENT INTENTIONS	-0.02	-0.02	0.023	0.89	0.38
ENT EDUCATION -> ENT ATTITUDE -> ENT INTENTIONS	-0	0.004	0.037	0.04	0.97
DESIRE FOR SUCCESS -> ENT ATTITUDE -> ENT INTENTIONS	0.103	0.106	0.046	2.24	0.03
ENT COMPETENCY -> ENT ATTITUDE -> ENT INTENTIONS	0.114	0.124	0.063	1.82	0.07

Table 6: Indirect Effects

Source: PLS-SEM output

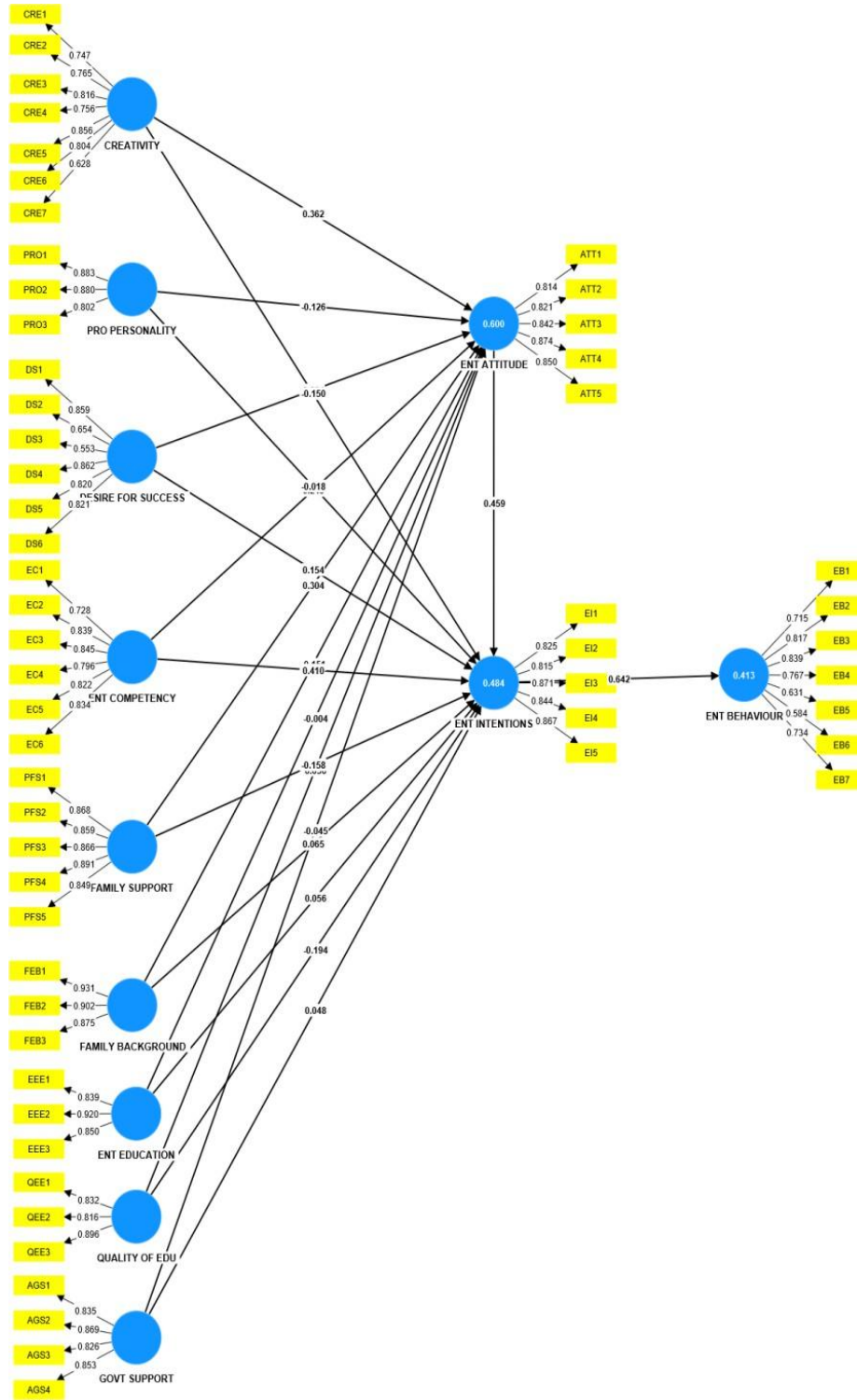


Figure 2: Structural Model

Source: PLS-SEM output

	Saturated model	Estimated model
SRMR	0.071	0.099
d_ ULS	8.268	16.062
d_ G	4.346	4.5
Chi-square	6094.248	6215.331
NFI	0.626	0.619

Table 7: Fit Summary

Source: PLS-SEM output

Findings and discussion**Influence of the factors on entrepreneurial attitude**

Young individuals' entrepreneurial attitude in Gujarat are directly influenced by variables such as creativity, desire for success, entrepreneurial competency, family background, and family support.

Creativity in entrepreneurship is crucial for problem-solving and innovation, involving original thought and behaviour. Entrepreneurship requires creativity, proactivity, and risk-taking, including creativity, assertiveness, and risk-taking. Studies found the Creativity and Entrepreneurship Program positively impacted entrepreneurial competencies and intentions.^{17,18} Entrepreneurial competencies, described as essential traits for venture creation and growth contribute to success. Desire for success, attitude toward entrepreneurship, and family support influence entrepreneurial intentions among youths.¹⁹ Family support provides emotional and economic backing, bolstering entrepreneurial attitudes and intentions.²⁰

Gujarat youth are more exposed to the entrepreneurial lifestyle and attitude from a young age as most of them in our research comes from a family with business background. Their attitudes and opinions regarding starting their own businesses may be favorably influenced by this encounter. These factors are interrelated and can boost one another. For instance, a creative person with a strong drive for success, could actively work to build their entrepreneurial skills, and a family that supports them might help to further foster and promote their entrepreneurial attitude.

The impact of factors on Intentions towards Entrepreneurship

Youth in Gujarat are more interested in entrepreneurship as they have a strong desire to succeed and have a solid foundation of entrepreneurial competencies that have been acquired via high-quality education. They see entrepreneurship as a desirable and feasible professional path, which results in more ambitious entrepreneurial goals.

The desire for success, a well-recognized factor in entrepreneurial behaviour per McClelland's Incentive Theory was found to significantly influence entrepreneurial intentions, aligning with previous research.^{21, 22} Research further highlighted a direct link between the desire for success, creativity, and entrepreneurial intentions.²³

Entrepreneurial competencies encompass the knowledge, skills, attitudes, and expertise vital for successful entrepreneurship.^{24,25} These competencies have been recognized as crucial for entrepreneurial action and starting businesses. Research indicates that possessing entrepreneurial skills positively influences entrepreneurial intentions, particularly through personal attitudes and subjective norms.²⁶ Our study confirms that the entrepreneurial competencies of young individuals in Gujarat positively affect their entrepreneurial intentions, consistent with previous research.²⁷ These competencies appear to be ingrained in the entrepreneurial culture of Gujarat and can be further developed through quality entrepreneurial education, ultimately enhancing entrepreneurial intentions.

The quality of education significantly shapes the perspectives and aspirations of young individuals. A robust educational system that fosters entrepreneurship and exposes students to entrepreneurial ideas and success stories positively influences their entrepreneurial attitudes. Our research reveals that the quality of education directly impacts the entrepreneurial intentions of young people. Moreover, the quality of university education has been found to enhance students' motivation to establish businesses and create jobs, reinforcing the link between educational benefits and entrepreneurial ambitions.^{28,29}

Entrepreneurial intentions influence entrepreneurial behaviour

This study aligns with existing literature by confirming that the entrepreneurial intentions of youth in Gujarat significantly influence their entrepreneurial behaviour. Research also supports the idea that intentions positively impact entrepreneurial actions, as individuals with stronger intentions are more likely to engage in entrepreneurial activities.³⁰ In essence, stronger intentions lead to a greater inclination to undertake entrepreneurial behaviour when starting and running a business.³¹

Entrepreneurial attitude influences entrepreneurial intentions.

Previous research has found that various factors influence entrepreneurial intentions, including a positive entrepreneurial attitude³². A favorable attitude is linked to higher entrepreneurial intentions, signifying its crucial role. In Gujarat, youth may pursue entrepreneurship when they perceive its advantages and potential for personal fulfillment.

Attitude as mediator

In Gujarat, the youth's entrepreneurial attitude is shaped by creativity, family background, family support, and a desire for success, affecting their intentions. Entrepreneurial attitude strongly relates to mindset. Students from entrepreneurial families inherit knowledge, making them more inclined to entrepreneurship.³³ Strong family support and an entrepreneurial background boost the likelihood of pursuing a business career. A strong desire for success and creativity is vital; desire fosters optimism, and creativity feeds entrepreneurial thinking. Creativity affects attitude, which influences intentions. Creativity indirectly impacts intentions through attitude. Youth with creative problem-solving skills are more likely to start businesses.

Conclusion

The entrepreneurship process is divided into two stages: the formulation of entrepreneurial intention and the execution of entrepreneurial behaviour. By filling a vacuum in the research on the relationship between entrepreneurial intentions and perceived entrepreneurial behaviour among young in Gujarat, this study contributes in a special way.

Individuals' perspectives toward entrepreneurship can differ greatly, and not everyone from a given region or society will have the same viewpoint. To gain a more accurate understanding, it is essential to consider recent research and studies. Over time, sociological and economic changes may also impact the entrepreneurial scenario among youth in Gujarat. The research demonstrates a substantial influence of creativity, desire for success, entrepreneurial competency, family background and family support on entrepreneurial attitude in Gujarat. Entrepreneurial intention is positively affected by the desire for success, entrepreneurial competency and quality of education. Here, entrepreneurial attitude plays a mediating role in the relationship between entrepreneurial intention and behaviour.

Practical Implications

The present study finds an applied implication of the findings for educational institutes and the government. To foster creativity and competency among the youth towards entrepreneurship, more liberalized rules and regulations must be formulated and implemented to generate an easy environment for doing business in India.

The second implication of the study is the development of training modules by the educational institutes like organizing practical workshops on creativity enhancement that can further inculcate competency among the budding entrepreneurs. Because, it is not wrong to mention here that Gujarati's are known for their enterprising spirit and competency in business and entrepreneurship runs deep in their veins. Gujarat has become a hotbed of prosperous entrepreneurs as a result of the creative thinking, risk-taking, and perseverance that they have fostered down through the generations. In this line, the third implication is, the incubation centers can provide guidance and directions to the budding entrepreneurs by creating separate modules and training programs for those who are already having business family background and family supports.

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