



PERCEPTION OF GRADUATED YOUTHS TOWARDS STARTUP

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ABSTRACT: The startup campaign was mooted first by Prime Minister Narendra Modi on 16th January 2016, where the various ministries of the Government of India have initiated a number of activities for the purpose, to encourage the entrepreneurship and create skilled job availability to strengthen the Indian economy in a comprehensive way. The government action plan has put forward India to the 3rd largest startup ecosystem. It is also an interesting fact to note more 77,000 startups are in existence, where 80 startups do get recognized per day, highest rate in the world. All these developments encouraging the future startup culture and budding entrepreneurs and innovators across the nation. Considering this aspects a survey has been conducted among graduated youths and secondary data were also analyzed to understand the behavior of graduated youths in entrepreneurship perception towards new startup innovative. The study also aims to examine the demographic differences that exist among graduated youth towards startup. Total 63 samples collected through purposive sampling technique in Mysore city, Mysore. A statistical analysis done by using Mann Whitney test and Kruskal wallis test with the help of the Statistical Package for the Social Sciences (SPSS).

Key words: Startup, Youth, Entrepreneurial Perception, demographic difference.

INTRODUCTION

Startup is one of the blistering events in this present business environment, in the horizon of a highly populated country, high proportion of middle income group population, more number of youth having technical education background, information and communication technological development, digital era have influenced much for spreading startup revolution in India. In fact, the startup campaign was mooted first by Prime Minister Narendra Modi on January 6th 2016, where the various ministries of the Government of India have initiated a number of activities for the purpose, to encourage the entrepreneurship and create skilled job availability to strengthen the Indian economy in a comprehensive way. The government action plan has put forward India to the 3rd largest ecosystem. It is also an interesting fact to note more 77,000 startups are in existence, where 80 startups do get

recognised per day, highest rate in the world. All these developments encouraging the future startup culture and budding entrepreneurs and innovators across the nation.

LITERATURE REVIEW

Kolvereid (2016) The goal of this study is to look at the connection between the preference for self-employment, intentions for starting a new firm, and actual start-up activities. The theory of planned behavior is being applied in this study. Primary source of data is collected through telephone interviews, information was gathered from a representative sample of Norwegian persons between the ages of 18 and 64. The findings demonstrate that the choice for self-employment, along with indicators of subjective norm and perceived behavioral control, predicts plans to launch a business. These goals in turn influence participation in company startup initiatives together with perceived behavioral control.

India Today (2016) Startup India: PM Modi's action plan on the 19 Action Points of Startup India. GOI initiated the following plans for the progressive improvement in startup India action. The action point includes - Action Plan Compliance Regime based on Self-certification, Startup India hub legal support and Fast-tracking Patent Examination at Lower Costs, Funding Support through Fund of Funds, Tax Exemption on Capital Gains, Tax Exemption to Startups for 3 years, Tax Exemption on Investments above Fair Market Value, Organizing Startup Fests for Showcasing Innovation and Providing a Collaboration Platform, Launch of Atal Innovation Mission (AIM) with Self-Employment and Talent Utilization (SETU) Program, Harnessing Private Sector Expertise for Incubator Setup, Building Innovation Centers at National Institutes, Setting up of 7 New Research Parks, Innovation Focused Programs for Students, are the 19 key point initiative by GOI to inspire and motivate young youths to think and rethink on the new direction to start new innovative startups and make themselves self-employed.

Suen Azeez Olugbola (2017) According to the authors view point, this study broke down the pioneering preparation of youth regarding opportunity, distinguishing proof, persuasive variables, assets, and innovative capacity. The review analyzed the impact of business preparing on youngsters' preparation to take part in enterprising action and the parts behind fruitful new companies. SEM was applied to an example of 490 undergraduates from the University Sains Islam Malaysia. The hypothesis states there is positive and significant relationship between motivation and entrepreneurial readiness of youth towards new business startup. There is positive and significant relationship between entrepreneurial ability and entrepreneurial readiness of youth towards new business start-up. Entrepreneurship training moderates the relationship between motivation and entrepreneurial readiness of the participant group (a) or non-participant group (b) (strengthens or weakens).

Gopaldas Pawan Kumar (2018) observed that the Indian status of economic situation has wide scope for expansion. The Indian Government is trying increase the rate of GDP from base level through ambitious projects like "Make in India", Startup Up India and Mudra. The study reveals that Make in India initiative gives ample opportunity for Startup entrepreneurs to produce their share for the growth of Indian economy. The

medium and large industries are contributing for more employment generation that helps to faster the economic growth. Above all these startups are facing many challenges right from the need of funds arrangement to human resources even after the availability of resources at affordable cost for startups. Finally, it is concluded that many startups are recognised as world renowned business in worldwide through their spread of business to developing and developed nations

Adil Hassan Bakheet (2018) The study has mainly focused on the students of Omani universities to conduct sample survey among them. The study mainly comprised of individual college and university students. The study has highlighted the perception of students about personal, external and infrastructure barriers. The regression analysis done and the result expresses that entrepreneurial attitudes of students were positively connected to the perceptions of business opportunities, entrepreneurship attitude of students is positively related to perceptions of barriers, when the students are focused on starting a new business. The results concluded that students were optimistic and interested in starting their own businesses.

Trilok Kumar Jain (2018) The Case of Suresh Gyan Vihar University Jaipur. The primary purpose of this study is to present propositions with regard to entrepreneurship training and to find means to foster startups. The researcher has used both quantitative and qualitative researches here. The researcher has tested and found positive relation between Entrepreneurial Training and Startup Initiatives.

Deepak Kumar Adhana, Alisha Kumar (2020) The study done on the Start-up Ecosystem give in depth information on the startup eco-system in India and also describes the Incubators role in creating and developing successful business. It also discuss on the policy measures taken by government to foster entrepreneurship culture and the grant available to academic institutions to establish incubators in the premises.

What does startup means?

Generally, the word startup means establishing a new company by one or more entrepreneurs to develop a unique product or service and introduce it to market. The initial funding for these business startups is capitalized by the entrepreneurs with the support of their friends and families.

Startup is also expressed as a new business venture providing services or products to an existing and growing market. A startup is in the first stage of operations and comprises one or more entrepreneurs.

Startup is also defined as “**temporary organization designed to search for a repeatable and scalable business model**”, (Steve Blank, 2014)) while the small business runs according to the fixed business model.

STATEMENT OF THE PROBLEM:

“We are grooming a generation of job creators not job seekers The startup system has caught up and transformed mindset of youths,” Department for promotion of industry and internal trade (DPIIT) (Anurag Jain, 2023). Startup system has transformed in India because of the youth of India. At present era, youths

don't think of seeking job, rather they seek to take guide on creating new startups as an entrepreneurs. Youths' decide thinking to start a business based on a variety of internal elements, including their abilities, attitudes, views, and aspirations. They also consider external considerations, including human, social, and financial capital, as well as the social, political, legal, and economic climate. Social values are a major factor in determining whether or not people act entrepreneurially. The factors that limits the youths desire to think of new entrepreneurship is the lack of funding, lack of public and private programmes that support youths ideal thinking and the lack of internal market expertise etc. It is the educational institutions that provide a platform for individuals to nurture their creativity and innovativeness. These play an important role both in financial and technical assistance to the individuals through guides, mentors and consultants (Indresh Sharma, 2017). Therefore, the Institutional context influences and shapes the graduated youth entrepreneurial behavior. With this back ground a study is undertaken on "Perception of Graduated youths towards startup" to identify the conceptual understanding and entrepreneurial perception on startup venture.

OBJECTIVES OF THE STUDY:

- 1.To understand the entrepreneurial perception of graduated youths towards startup.
- 2.To bring out the demographic difference among the graduated youths towards startup.

HYPOTHESIS:

Ho1: There is no significant difference between perception of graduated youths towards startups and gender level.

Ho2: There is no difference between type of family and perception of youths on startup.

Ho3: There is no significant association between the annual income and the perception of youths' towards startup.

Ho4: There is no association between occupation of family members and perception of youth towards startup.

Ho5: There is no significant association on present entrepreneurs (parent) and startup perception among graduated youths.

LIMITATIONS OF THE STUDY:

- 1.Area of the study is confines to the graduated youths in Mysore city.
- 2.The results of the study is solely based on the information provided by the respondents.

3.The result would be varying according to the individual as well as time

RESEARCH METHODOLOGY:-

Data Collection:

This study is based on survey method, required data collected through a suitably framed questionnaire, graduated youths are targeted population samples collected in Mysore city. Secondary sources through literature review of various articles and journals, e books, websites etc.

Sampling technique:

Purposive sampling technique was used to collect data for the study. The data collection was focused on graduated youth in Mysore city, Karnataka. Total 63 samples collected for the study.

Statistical Tools: The data is analyzed through Mann -Whitney test and Kruskal wallis test

RESULTS AND DISCUSSION:

Testing of Hypothesis :

The survey conducted through questionnaire among the graduated youths about their perception towards startup. The various hypothesis constructed based on the objectives is analyzed and interpreted below.

Testing of Hypothesis 1:

“There is no significant difference between perception of graduated youths’ towards startups and their gender level”

Hypothesis Test Summary (Table-1)

Null Hypothesis	Significance	Decision
Encourage	0.978	Retain the Null Hypothesis
Own Startup	0.577	Retain the Null Hypothesis
Preference	0.010	Reject the null hypothesis
Risk Taker	0.638	Retain the Null Hypothesis

Profit	0.067	Retain the Null Hypothesis
Make Money	0.133	Retain the Null Hypothesis
Responsible	0.343	Retain the Null Hypothesis
Inventor	0.218	Retain the Null Hypothesis
Career	0.476	Retain the Null Hypothesis

Mann-Whitney test is conducted. Asymptotic Significances are displayed. The significance level is .05.

(Source - Primary data SPSS)

Mann-Whitney U Test is performed to examine the significant difference between independent categorical variable (two groups viz., male and female) and dependent variable viz., encourage, own startup, preference, risk taker, profit, make money, responsible, inventors, career guidance). There is no clear significant difference of gender and the above stated variables at 5% level of significance. The results show P value > 0.05 except one hypothesis which shows a significant difference between gender and startup preference of graduated youths' (8, N=63, p<0.05)

Testing of Hypothesis 2:

“There is no difference between type of family and perception of youths’ on startup”

Hypothesis Test Summary (Table-2)

Null Hypothesis	Significance	Decision
Encourage	0.524	Retain the Null Hypothesis
Own Startup	0.963	Retain the Null Hypothesis
Preference	0.451	Retain the null hypothesis
Risk Taker	0.892	Retain the Null Hypothesis
Profit	0.754	Retain the Null Hypothesis
Make Money	0.988	Retain the Null Hypothesis
Responsible	0.516	Retain the null Hypothesis

Inventor	0.865	Retain the null hypothesis
Career	0.925	Retain the null hypothesis
Risky start	0.463	Retain the null hypothesis
Presently entrepreneurs (parent)	0.004	Reject null hypothesis

Mann-Whitney test is conducted. Asymptotic Significances are displayed. The significance level is 0.05.

(Source - Primary data SPSS)

Mann-Whitney test is performed to examine the significant difference between independent categorical variable (two groups viz., nuclear family and joint family) and dependent variable viz., encourage, own startup, preference, risk taking, profit, make money, responsible, inventors, career guidance, risky start). The result shows insignificant difference between type of family and perception variable among graduated youths except on the variable presently entrepreneurs of parents. At 5% significance level (10, N=63, P<0.05), the test exhibits the significant difference between type of family and perception variable (presently entrepreneurs (parent)).

Testing of Hypothesis 3:

“There is no significant association between the Annual Income and the perception of youths’ towards startup”

Hypothesis Test Summary (Table-3)

Null Hypothesis	Significance	Decision
Encourage	0.863	Retain the Null Hypothesis
Own Startup	0.943	Retain the Null Hypothesis
Preference	0.555	Retain the null hypothesis
Risk Taker	0.894	Retain the Null Hypothesis
Profit	0.069	Retain the Null Hypothesis
Make Money	0.636	Retain the Null Hypothesis
Responsible	0.611	Retain the null Hypothesis
Inventor	0.976	Retain the null hypothesis

Career	0.536	Retain the null hypothesis
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Kruskal Wallis-Test is conducted, Asymptotic Significances are displayed. The significance level is .05.

Sources: Primary data SPSS

Kruskal Wallis- test is conducted to find association between independent categorical variable the annual income (income group with, <150000, 150,000 to 300000, 300000 to 500000, above 5,00,000) and the perception dependent variables such encourage, own startup, preference, risk taker, profit, make money, responsible, inventors, career guidance). There is no clear significant difference between annual income and the above stated variables at 5% level of significance. Therresults shows P value > 0.05 (8, N=63, p>0.05).

Testing of Hypothesis-4

“There is no association between occupation of family members and perception towards startup”

Hypothesis Test Summery (Table-4)

Null hpothesis	Significance P value	Decision
occupation	0.034	Reject the null hypothesis

Mann-Whitney U test conducted. Asymptotic Significances are displayed. The significance level is 05.

Testing of Hypothesis-5 “There is no significant difference on presently entrepreneurs that is of (parent) and startup perception among graduated youths”

Hypothesis Test Summery (Table-5)

Null hpothesis	Significance	Decision
Presently entrepreneurs (parent)	0.179	Retain the null hypothesis

Asymptotic Significances are displayed. The significance level is 05. Sources: Primary data SPSS

Hypothesis 4: Mann-Whitney U test is applied to assess the relationship between Independent categorical variable, occupation (two groups viz ., government and non government employee) and dependent variable perception of youth towards startup. The test outcome shows the significant difference between the independent variable occupation and dependent variable perception of youth towards startup (N=63, p<0.05).

Hypothesis 5: Mann-Whitney test is applied to examine the association between the presently entrepreneur (parent) business and perception of graduated youths on startups. The test reveals the insignificant association

between the variable present business and the perception of youth towards startup (N=63, $p>0.05$)

FINDINGS:

- There is no clear significance difference in perception level between gender that is male and female towards startup business at 5% level of significance, except one hypothesis which shows a significant difference between gender and perception variable startup preference for graduated youths'
- The test study brings out insignificant difference between the type of family and perception variable among graduated youths, except on the variable (presently entrepreneurs (parent))at 5% significance level.
- There is no association between annual income and the perception dependent variables such as encourage, own startup, preference, risk taker, profit, make money, responsible, inventors, career guidance.
- The study result shows strong significance between occupation of family members and perception of youth towards startup.
- There is no significant association between the variable presently entrepreneur and the perception of youth towards startup.

CONCLUSION

The study was conducted on the perception of graduated youth toward startups. An Analysis of the study was undertaken with the help of a purposive sampling method. After analysis and interpretation of the data, The study concludes that there is a significant difference between the preference for jobs by youth and gender level; there is a difference between males and females who expressed their perception towards taking jobs in big companies or startups. There is a difference between the perception of parents as entrepreneurs and the perception of youth toward startups. The occupation of parents makes a difference in the pursuit of new startups for youth. In this background, it is suggested that the government impart education about the risks and processes involved in new startups on a gender level so that both males and females can pursue being entrepreneurs and can start their own startups. When parents become entrepreneurs, they motivate their children to start new startups because parents already have experience starting and sustaining businesses profitably; hence, the children can learn from their parents about business startup skills. Another important factor is that the occupation of parents makes a difference in pursuing their children's interest in new startups because the occupation of parents affects the family's income and will lead children to pursue new business startups as career options.

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