

**A STUDY ON ENTREPRENEURIAL
INTENTION AMONG NASCENT
ENTREPRENEURS OF COIR INDUSTRY
IN KERALA**

Thesis

Submitted in partial fulfillment of the requirements for the degree
of

DOCTOR OF PHILOSOPHY

by

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JUNE, 2020

DECLARATION

I hereby declare that the Research Thesis entitled “**A STUDY ON ENTREPRENEURIAL INTENTION AMONG NASCENT ENTREPRENEURS OF COIR INDUSTRY IN KERALA**” which is being submitted to the **National Institute of Technology Karnataka, Surathkal** in partial fulfillment of the requirements for the award of the Degree of **Doctor of Philosophy in Management** is *a bonafide report of the research work carried out by me*. The material contained in this Thesis has not been submitted to any University or Institution for the award of any degree.

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C E R T I F I C A T E

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ABSTRACT

Entrepreneurship is regarded as the mainstay of any developing economy. The enterprise promoting economic as well as environmental sustainability is a powerful weapon in nation building. Coir industry is one among these industries. This traditional, agro-based labour-intensive industry has the potential to trigger the nation towards economic freedom without disturbing the ecological balance. Entrepreneurship, especially in the traditional industries, always remains as a perennial domain for research. The present study tries to unveil the Entrepreneurial Intention (EI) and Entrepreneurial Self Efficacy (ESE) of the Nascent Entrepreneurs (NE) of the coir industry. The main objectives of the study are to explore the antecedents of ESE and to analyze the impact of ESE on EI. Attitude, External factors and personality traits are identified as the factors influencing the ESE. The influence of demographic profile on the ESE and EI are also explored in this research. Thorough survey on literature pertaining to the coir industry helps to develop a better understanding of the current status of the coir industry in the country.

The survey method was administered to collect primary data from 402 NEs of the coir industry in Kerala. A simple random sampling was adopted to select the respondents. The statistical analysis of the data indicates that ESE has a significant impact on the EI of the NEs. The attitude, external factors and personality traits of the NEs have an influence on the ESE. An NE's attitude towards setting up new business is found to influence the ESE of the NE, whereas the attitude towards risk taking has an insignificant effect on ESE. Social Subjective Norms and Entrepreneurial Education could not exert any identifiable difference in the ESE of the NEs whereas Social Networking could. The Big Five personality factors except Conscientiousness have an influence on the ESE. The relationship of independent variables with EI is partially mediated by ESE. Among the demographic variables, education, work experience and role model are found to influence the ESE and EI. Apart from its contribution to the existing entrepreneurship literature, the

study results help in policy framing and curriculum designing for the Entrepreneurship Development Programmes pertaining to the coir industry.

Key Words :Entrepreneurial Intention (EI), Entrepreneurial Self Efficacy (ESE), Nascent Entrepreneurs (NE), Coir Industry.

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BFPT	Big Five Personality Traits
BSPT	Big Six Personality Traits
CMV	Common Method Variance
CUY	Coir Udyami Yojana
EDP	Entrepreneurship Development Programme
EI	Entrepreneurial Intention
ER	Economic Review
ESE	Entrepreneurial Self Efficacy
MSDE	Ministry of Skill Development and Entrepreneurship
MSME	Micro Small and Medium Enterprises
NE	Nascent Entrepreneurs
NMDFC	National Minorities Development and Finance Corporation
NSCFDC	National Scheduled Cast Finance and Development Corporation
PLS	Partial Least Square
PSED	Panel Study of Entrepreneurial Dynamics
SCT	Socio Cognitive Theory
SEM	Structural Equation Modeling
SN	Social Networking

SSN	Societal Subjective Norm
TEA	Total Early-stage Entrepreneurial Activity
TPB	Theory of Planned Behaviour
UEN	Unique Enterprise Number

CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

Entrepreneurship always remains as a green domain for research. Intention studies are the back bone of entrepreneurship research. Even though intention studies are the established baseline for entrepreneurship research, its causation agents may vary depending on the type of entrepreneurship and social, cultural and industrial background associated with it. This research pertains to the Entrepreneurial intention specific to Kerala coir industry. As Kerala is considered to be the birth place of coir sector in India, a study over there is reasonable. The opening chapter of this thesis deals with an introduction to Entrepreneurship, its process and evolution, entrepreneurship in India and also a glimpse of coir industry in India and Kerala. The problem statement is described and significance of the study is explained. The Research questions and research objectives are also drawn.

1.2 Entrepreneurship

Entrepreneurship is a driving force which plays a vital role in transforming and renewing the economies worldwide. It acts as a catalyst for the economic development of the nations. It promotes innovation, wealth creation and balanced distribution and an enhanced quality of living through the innovative products. Entrepreneurs are the transformation agents who play different roles like producers, coordinators, innovators, and great leaders. They have the magical powers to convert ideas into wealth through the process of innovation. These innovations reshape the underutilized resources into innovative products or services.

The scope of entrepreneurship does not confine to innovation but it pushes an economy towards development through proper allocation of resources, employment creation and through balanced economic growth. Entrepreneurial endeavors play a vital role in shaping the economy and lifestyle of the people through their viable business ideas providing value added products and services.

Reynolds finds that in many of the industrialized countries up to one third of the changes in the economic growth can be attributed to the new business creations (Reynolds 2000).

Being economically self-dependent and self-reliable is a basic need of all humans. Man wants to be his own master. The need for self-reliance coupled with the ability to take risk paved way for new entrepreneurs. Entrepreneurship does not happen in isolation, it is the outcome of fruitful interaction of social, psychological, political and economic factors.

Shane and Venkitaraman (2000) define entrepreneurship as “the scholarly examination of how, by whom, and with what effects opportunities to create future goods and services are discovered, evaluated, and exploited”. Shane and Venkitaraman (2000) in their research paper explained the issue of defining entrepreneurship only through the lens of an entrepreneur and not through the presence of entrepreneurial opportunities.

Generally, researchers have defined Entrepreneurship exclusively in terms of who an entrepreneur is and what are his deeds (Venkataraman1997). The issue with this approach is that business enterprise includes the nexus of two marvels: the existence of lucrative opportunities and the existence of enterprising people .This issue is manifested by defining the entrepreneur as an individual who creates enterprises as this definition does not consider the disparities in the quality of opportunities that diverse individuals recognize. This leads to the negligence in measuring the opportunities (Venkataraman 1997).

The specific attributes of entrepreneurs that separate them from other individuals in the society is often dubious as these attributes negate the impact of opportunities and individuals (Shane and Venkitaraman 2000).

1.3 Evolution of Entrepreneurship

Entrepreneurship is not evolved as a discrete event but a continuous process (Diochon et al. 2007). It owes its development in other branches of social sciences especially from economics, sociology, anthropology and psychology.

An entrepreneur is often considered as a dominant figure in most of the economic activities in the early centuries itself. The economic theories view Entrepreneurship through the lens of profit making and wealth generation. Say (1803) describes an entrepreneur as an economic agent who shifts economic resources from an area of lower productivity to higher productivity and better yield. He defines an entrepreneur as an economic agent who unites all means of production- land of one, the labour of another and the capital of yet another and thus produces a product. By selling the product in the market he pays rent of land, wages to labour, interest on capital and what remains is his profit.

Another dimension of entrepreneurship has been unveiled by Schumpeter who describes an entrepreneur as the person who destroys the existing economic order by introducing new products and services by creating new forms of organization or by exploiting new raw materials (Schumpeter 1934). Schumpeter says entrepreneurs destroy the existing market structures (creative destruction) and create new wealth through this process.

Apart from making profit, the scope of entrepreneurship rather expands to other areas like psychology and sociology. The entrepreneurial theories then identify personal characteristics or motivational tendencies of a person as contributors of entrepreneurship. Robbins G (1987) defined an entrepreneur as one who makes profit and derives self-satisfaction through personal achievements.

Another researcher who proposed the involvement of psychological factors in enterprising is McClelland. In the 1950s he with other researchers began to explore the role of achievement motive and power and affiliation motives in entrepreneurship (McClelland et al. 1953; McClelland 1961).

Researchers also found other personality traits like risk taking and locus of control (Robinson et al. 1991) also contribute positively to entrepreneurship. According to Rotter (1966) humans are of two types. Some believe that their fortunes are the results of luck or by some external powers and so they can not have any control on it they are said to have

external locus of control. Some others believe their own effort brings their future and are said to show more internal locus of control.

Social environment is also found to influence a person's inclination to venture out. Impact of social context on an individual's decision to pursue entrepreneurship as a career option is well identified by researchers like Reynolds (1991). According to him Entrepreneurial opportunities can be well identified from four social contexts (Reynolds (1991)). The first one is the social networking which aims at building social relationship. The next is an individual's life course stage, the third is his ethnicity and the last one is his work experiences.

1.4 Entrepreneurship Process

Katz and Gartner (1988) suggested four indications in the process of entrepreneurship based on the Mckelvey's definition of an organization - as "myopically purposeful (boundary maintaining) activity system containing one or more conditionally autonomous myopically subsystems having input output resource ratios fostering survival in environment imposing particular constraints". The four indications derived by Katz and Gartner (1988) include

- 1) The intention to create an organization(intentionality),
- 2) Acquiring resources (Resource),
- 3) Specifying the boundaries of the organization (Boundary) and
- 4) Exchange of these resources across the boundary (Exchange).

Intentionality

The authors describe intentionality as a "label describing an agent's seeking information that can be applied toward achieving the goal of creating a new organization." At the beginning of the organization this intentionality may be these cross-level goals, but once the organization begins to exist as a separate entity, its intentionality may vary from the goals of agent and environment. Katz and Gartner (1988) also provides the sources of information which can be useful for identifying the emerging organization using intention.

Based on this, certain behaviour, which depict the intentionality, are identified. This include

- a) subscribing entrepreneurial magazines which are oriented towards setting up new ventures,
- b) taking membership in various entrepreneurial organization (Aldrich et al 1986 used this approach)
- c) Seeking information on different aspects of venture creation. According to Katz and Gartner, seeking information may be an indication of an individual's intention to start new organization
- d) Approaching specialized clients such as small business developers and companies providing entrepreneurship trainings etc. for developing business plans
- e) Participation in corporate entrepreneurship programs
- f) Participation in business fairs, entrepreneurship programs organized by universities, and franchise fairs

Resource

Resources, in the context of organization creation, refer to the physical, ideational or informational elements embedded in intention, that are combined together to form the organization.

Based on the sources of information provided by Katz and Gartner to identify the emerging organization using resources, the following behaviour of emerging entrepreneurs can be identified

- a) Applying for loans from financing companies, banks
- b) Applying for grants from fund raising organizations, corporate and private foundations etc.
- c) Giving notifications regarding the employment opportunities in newspapers
- d) Purchasing or renting commercial equipment.
- e) Inquiring about sites suitable for building enterprises etc.

Boundary

It refers to the barrier that separates the organization from the rest of the environment (Katz and Kahn 1978).

Exchange

Entrepreneurial and organization theories consider Exchange as the cycles of transactions. This exchange continues to occur till the dissolution of the organization. In the case of newly originated organization this exchange can be inefficient initially till the firm establishes a market share.

Katz and Gartner (1988) also added that before the existence of these four properties of an organization, there exists more than randomness but less than an organization which can be called as a preorganization stage. These pre organizations which vary depending on which properties are used and in what order and also how long these properties last.

The entrepreneurial framework put forward by Shane and Venkitaraman (2000) considers entrepreneurship broader than mere creation of a firm. They argue that “entrepreneurship does not require, but can include, the creation of new Organizations”. It involves finding out the existing entrepreneurial opportunities and exploiting them. The initial thing for the entrepreneurship is these opportunities. Even though identifying these entrepreneurial opportunities is completely subjective, the phenomenon of opportunity is merely an objective one, that may not be known to all every time. The cognitive properties of the entrepreneur also have a role in finding out the opportunities. Individuals must have the capacity to recognize new means-end relationship. Regardless of whether an individual has the prior information to find out an entrepreneurial opportunity, he may fail to do so, if he can not foresee an unexploited means-end connection.

Despite the fact that the disclosure of an opportunity is an important condition for business enterprise, it is not adequate. Along with the disclosure of an opportunity, a potential entrepreneur must choose to utilize the opportunity. The researchers argue that the

characteristics of the opportunities can influence the readiness of an entrepreneur to exploit it. Apart from the nature of the opportunities, individual differences also play a critical role. Not every single potential entrepreneur will utilize the opportunities with the similar expected value. The individual differences like differences in self efficacy and internal locus of control influence a person's choice of exploiting these opportunities. Another basic concern is how the entrepreneurial opportunities are explored in an economy. The two institutional arrangements as explained by Shane and Venkitaraman (2000) for the exploitation of these opportunities include- creating new ventures(hierarchies) and selling these opportunities to the established firms (markets)

1.5 Theoretical Frame work

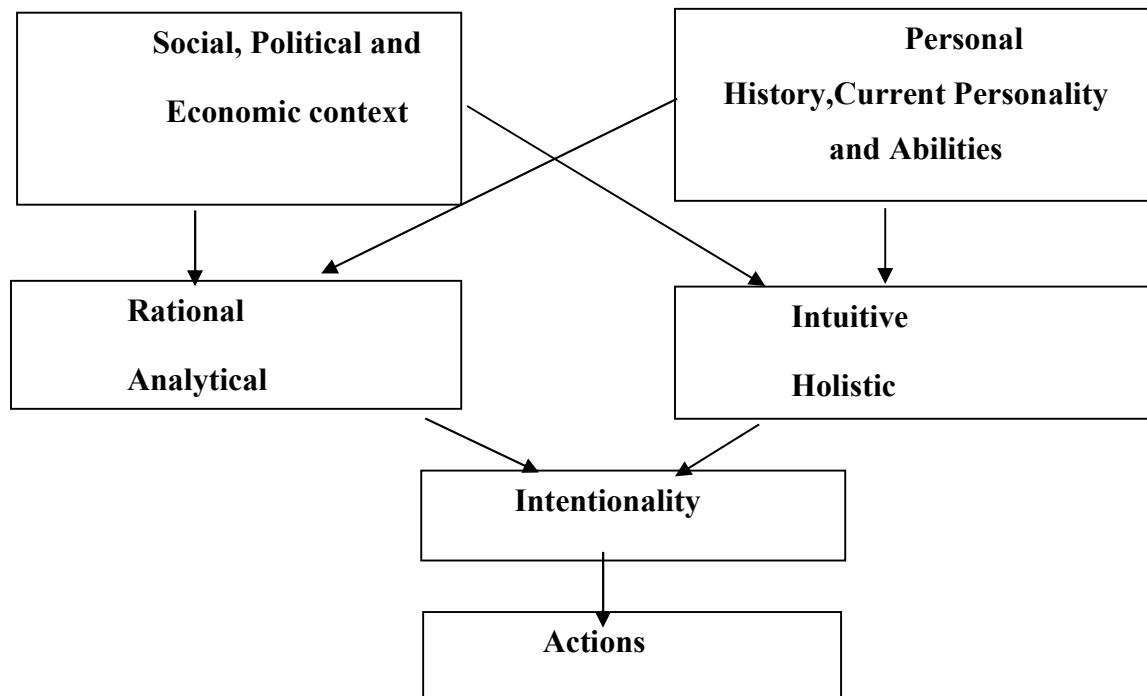
Entrepreneurial Intention is described as an individual's inclination to start a new venture. The process of starting up a new venture involves systematic planning whereas the time lag involved in this process is unpredictable. In such a scenario where behaviour is difficult to observe, the intentions can best predict the behaviour. Intention according to Fishbein and Ajzen (1975), is the immediate determinant of Behaviour. Intention models offer a highly generalized and coherent theoretical framework to analyze and predict the venturing activities.

1.5.1 Bird's Model of Entrepreneurial Intentionality

The Model of Entrepreneurial Intentionality, introduced by Barbara Bird (1988), explains why some people are engaged in entrepreneurial activities. Intentionality is defined by Bird as "state of mind directing a person's attention and therefore experience and action toward a specific object (goal)or a path in order to achieve something (goal)". Entrepreneurial Intention is thus explained as a state of mind which directs the entrepreneur towards a business concept and sets direction for an organization since its inception. The survival, growth and other outcomes of the organization are based on this intention. These intentions can either direct an individual towards setting up new business or adding value to an

existing one. According to her the outcome of entrepreneurial intention is either creation of a new venture or adding value to the existing one.

According to this model a combination of personal and contextual factors elevates entrepreneurial intention in an individual. Personal factors can include entrepreneur’s previous start up experience, personality traits and his abilities. The contextual factors include his socio-economic and political contexts. Bird’s Model of Entrepreneurial Intentionality is presented in Figure 1.1



Source: Bird (1988)

Figure 1.1: Context of Intentionality

An important dimension of entrepreneurial intention as explained by this model is the rationality versus intuition. This model explains how the individual and contextual factors interact with rational cause effect analytical thinking and intuitive holistic thinking during the formation of an entrepreneurial intention. The entrepreneur’s intention gives structure and format the inception stage. Later the success of the organization, its development and

growth are based on these intentions. Intention forms the foundation stone for the success and survival of the organization.

In the words of Bird, the foundation of the intentional process begins with the entrepreneur's personal needs, values, wants, habits and beliefs which have their own precursors. Three intra psychic activities- creating and maintaining a temporal tension, sustaining strategic focus and developing a strategic posture are at the core of intentional and behavioural outcomes. These contribute to the creation of a new organization and, in turn, affects the entrepreneur's needs, values, wants, habits and beliefs.

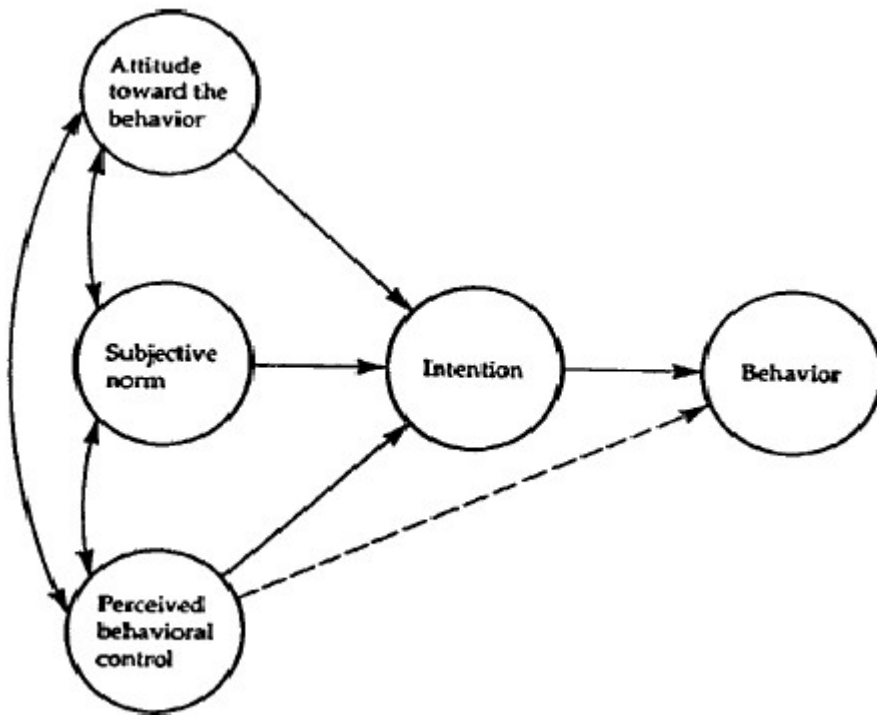
1.5.2 Theory of planned Behaviour

Ajzen (1991) argues that behaviour is determined by conscious decisions and the intentions are the outcome of attitudes which are formulated through personal characteristics, prior life experiences and individual perceptions. According to him there exist three dimensions of intention. They are

Attitude towards the behaviour: one's own evaluation of performing specific behavior. TPB explained this factor as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question."

Subjective Norm: The subjective norm is a social factor which refers to the perception of an individual about the social demands (perceived social pressure) to perform certain behaviour or not performing it.

Perceived behavioural control: means an individual's perception on how complicated or effortless a task would be. In the word of Ajzen (1991), it refers to "the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles". This is found to be most similar to the word self-efficacy coined by Bandura (1986)



Source: Ajzen (1991)

Figure 1.2: Theory of Planned Behaviour

When the perceived behavioural control is higher, and the attitude and subjective norms are more favourable with regard to a certain behaviour, stronger would be an individual's intention to perform certain tasks.

The core factor of the theory of planned behaviour is a person's intention to perform certain behaviour. Intentions are expected to catch the motivational forces behind the performance of behaviour. It indicates how hard individuals are eager to attempt, or how much effort they intent to take in order to accomplish the behaviour. Stronger the intention, higher would be the chances to perform the behaviour. But the performance, at least for some degree, depends on some non-motivational factors such as the availability of opportunities and resources. These factors collectively account for the performance of the behaviour. As the actual behavioural control is crucial in determining the occurrence of a behaviour, the theory of planned behaviour emphasizes the importance of perception of behavioural

control in molding the intentions. The theory adds that the intentions along with perceived behavioural control can determine the behavioural achievement.

1.5.3 Socio Cognitive Theory

Self-efficacy is considered as a powerful motivational construct which controls an individual's activities, goal levels, and performance in a given context. A vital component of SCT concerns with the self-efficacy judgments and how they are formed. According to this theory self-efficacy of an individual is determined by four processes such as enactive mastery, role modelling and vicarious experience, social persuasion, and judgments of one's own physiological states, such as arousal and anxiety (Bandura 1986). In SCT (Bandura 1986) Bandura argues that Enactive Mastery can contribute to Entrepreneurial Self Efficacy and it can be promoted through business exercises that would be a part of formal entrepreneurial courses (Stumpf et al 1991).

1.6 Entrepreneurship in India

GEM 2017-18 conducted a survey on 51 countries and analysed each country's position based on three underlying components of entrepreneurship: -entrepreneurial awareness, opportunity perception and entrepreneurial self-efficacy. India was ranked 41 and in Total Early-stage Entrepreneurial Activity (TEA) India was positioned as 31.

Even though India has showed a positive response towards entrepreneurship, the challenges faced by entrepreneurial landscape in the country is not trivial. A few of them includes

- Exclusion of entrepreneurship in our conventional education system.
- Absence of mentorship and insufficient financial access for new start ups
- Insufficient thirst for entrepreneurship rooted in innovation. (Annual Report of MSDE 2017-18)

Identifying the need to foster entrepreneurship across the country, MSDE come up with a national policy on entrepreneurship in 2015 (www.msde.gov.in/National-Policy-2015.html). The policy proposes an entrepreneurial strategy which includes

- Equipping the aspiring entrepreneurs by providing an excellent entrepreneurial education at no cost
- Providing a platform for the budding entrepreneurs to connect with peers, incubators and mentors and also to build up an electronic based platform connecting the whole enterprising community.
- Establishing entrepreneurship hubs which has representatives from government level, academia, entrepreneurs, and NGOs
- Bringing on a cultural shift such as introduction of international linkage to foster entrepreneurship
- Encouraging entrepreneurship among women and unprivileged group
- Fostering a business-friendly atmosphere and thereby enhancing the easiness of doing business. The policy suggested the Introduction of a Unique Enterprise Number (UEN) to the enterprise so that it could be used for various registrations.
- Promoting access to finance for the entrepreneurs. Encourage national bodies such as National Minorities Development and Finance Corporation (NMDFC), National Scheduled Cast Finance and Development Corporation (NSCFDC), like to provide credit to the start-ups under their target population.

The national policy on entrepreneurship calls for promoting the social entrepreneurship and says in order to fight the issues of poverty, inequality, unemployment and marginalised economic growth more enterprises rooted in social innovations should be fostered.

1.7 Coir Industry

Coir Industry has got a significant position among the agro based traditional cottage industries in the country. Historically it originated in the state of Kerala where coconut

production is high, and the presence of back waters, lagoons etc. provide a natural environment needed for retting coconut husk. It then flourished in other parts of the country such as Karnataka, Andhra Pradesh, Tamil Nadu, Maharashtra, Orissa, West Bengal, Assam and Tripura. (MSME Annual Report 14-15)

India is one among the major producers of coir in the world accountable for the supply of 55% of world's white coir fibre, where majority of this is produced in the coastal areas of Kerala. Brown fibre is mainly produced by Tamilnadu. India shows a consistent increase in the production of coir fibre in the past four years (MSME Annual Report 17-18)

Table1.1 depicts the total coir fibre production in India in the last four years

Table1.1: Coir Fibre production2013-14 to 2016-17

Year	2013-14	2014-15	2015-16	2016-17
Coir Fibre Production (in Metric Ton)	5,39,815	5,42,000	5,49,300	5,56,900

Source: MSME Annual Report 17-18

Apart from being the major coir fibre producer in the world, India is also engaged in the production and exporting of other coir products such as, Coir Yarn Handloom Mats, Power loom mats, Coir Geo-textile, Coir Rugs & Carpet, Coir Rugs and Carpet, Rubberized Coir etc. Table 1.2 shows the category wise production of coir products in the year 2016-17.

Table 1.2: Production of Coir Products: An estimation

Item	Quantity (In Mt)
Coir Fibre	556900
Coir Yarn	334200
Coir Products	220500
Coir Rope	66850
Curled Coir	66800
Rubberized Coir	89100

Source: Annual report of Coir Board 2017-18

Coir industry in India is also a labour intensive industry providing employment to more than 7 lakhs (Annual Report MSME2016- 17) of whom a majority belongs to rural and economically backward sections of the society. The number of people engaged in coir sector also had shown a consistent hike in the past years. The table 1.3 reflects the state wise employment trend in this sector

Table1.3: State wise Employment Trend in the Coir Industry

Number of persons employed in every year					
State	2013-14	2014-15	2015-16	2016-17	2017-18 (uptoDec2017)
Kerala	4,69,968	4,70,788	4,72,100	4,72,961	4,74,256
Tamil Nadu	1,23,597	1,25,937	1,27,420	1,29,803	1,30,608
Karnataka	29,920	30,338	30,440	30,872	30,963
Andhra Pradesh	52,712	52,946	53,825	54,477	54,636
Odisha	16,923	17,210	17,535	17,760	17,858
Others	20,330	20,542	20,650	20,876	20,946

Source: MSME Annual Report 17-18

1.7.1 Kerala Coir Industry

Being the pioneer in the coir industry Kerala produces quality export-oriented coir products with its traditionally acquired skills and expertise. The state has emerged as a major producer of coir in the country with largest number of registered coir units (9125) (Annual Report Coir Board 16-17).

According to the Economic Review 2016-17, more than 85% of total coir production in our country is attributed to the state of Kerala. This rural industry provides livelihood for more than 2 lakhs families in the state, of which the majority are women workers (80%).

The industry mainly consists of four sectors. They are retting and fibre extraction, Spinning, manufacturing and trading. The cooperative and the private sector have proven their existence in yarn production, product manufacturing and exporting (Economic Review 2016-17).

1.7.2 Coir Board

With the aim of promoting the overall development of the coir industry, Coir Board, a statutory body, has been established under the Coir Industry Act, 1953. The major functions of the coir Board include (Annual Report of Coir Board 16-17).

- a) Export promotion of coir products
- b) Regulating the production of coir products, licensing
- c) Undertaking, assisting and encouraging research
- d) Promoting cooperative organizations of coir producers and manufacturers
- e) Ensuring lucrative returns to the producers of coir products

1.7.3 Product Development and Diversification of Coir Products

As a result of continuous research and development activities Coir Board has developed and exhibited new diversified value-added coir products which may capture the domestic and international market. The product list includes coir jewellery, gift articles, blended coir products, coir “Yoga Mats” etc. CICT, Bengaluru produced Coir “Compreg” boards which can serve as an effective substitute for the berths in railway coaches (Coir Board Annual Report 2016-17).

1.7.4 Export Market of Coir

India is a major exporter of coir in the world. Indian coir industry is an export oriented one and technological interventions can further enhance its potential through value addition (Annual Report of MSME 17-18).

Export promotion is an inevitable component for the sustainable growth of coir Industry in India. As it is an export oriented one any depletion in the export has a direct endurance on the existence of the industry as well as the workforce under it. In order to grab the opportunities in the world market, the Coir Board has implemented various promotion tools such as participation in international fairs, organize workshops, extending support for exporters for export promotion

activities, introduction of national coir industry awards for exporters etc. All these endeavors have helped the coir industry to expand its world market (Coir Board Annual Report 2016-17).

Table 1.4 illustrates the export trends of Coir products during the past five years

Table 1.4: Over view of coir export 2013-14 to 2017-18

Year	Quantity (in Metric Ton)	Value (in Lakh)
2013-14	537040.38	147603.84
2014-15	626666	163033.77
2015-16	752020	190142.52
2016-17	957045	228164.82
2017-18(up to 31/12/2017)	254039	58129.85

Source: MSME Annual Report 17-18

From the table it is evident that export of coir products has shown a gradual increase in the last years.

India is exporting coir and coir products all around the world. The major coir importers from our country include China, USA, Netherlands, UK, South Korea etc. The Quantity

and value of Coir products imported by these countries during 2017-18 are presented in the Table 1.5

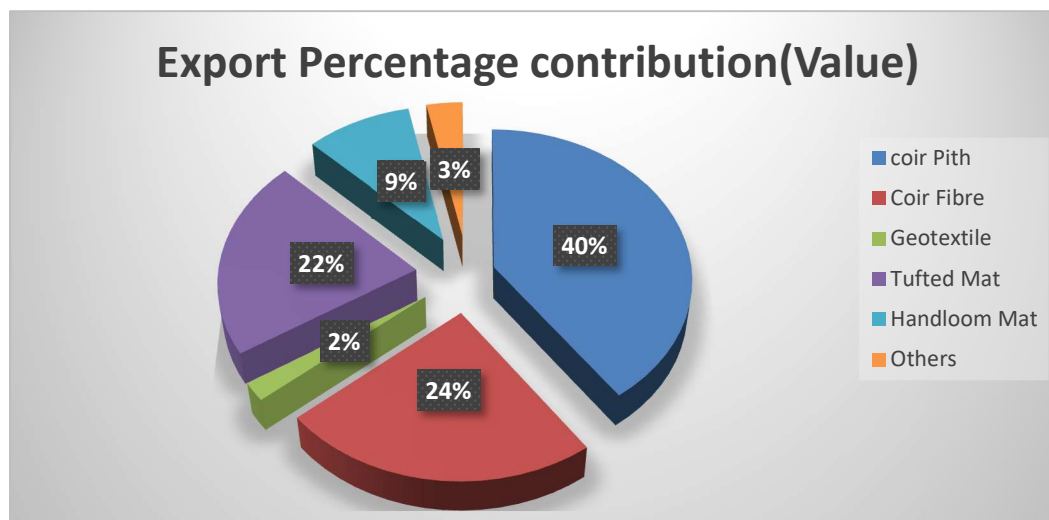
Table 1.5: Top coir importers from India

Country	Quantity (In Tonnes)	Percentage	Value (RS. In lakhs)	Percentage
China	439885	45.96	66655.5	29.21
USA	133537	13.95	53286.6	23.35
Netherlands	82487.5	8.62	18148.8	7.95
UK	17668.2	1.85	11076.2	4.85

Source: MSME Annual Report 17-18

1.7.4.1 Export composition of Coir products

The major coir products exported from our country include coir pith, coir fibre, tufted mat, coir geo-textiles and handloom mats. The percentage contribution of each products to the Export from April 2016-March17 is depicted in Figure1.3



Source: Coir Board Annual Report 2016-17

Figure. 1.3: Export Composition of Coir and Coir Products by Value

1.7.5 Skill Upgradation and Entrepreneurship Development Programme

Coir Board has actively engaged in skill up-gradation programmes for the coir artisans and emerging entrepreneurs mainly through the following centres (Coir Board Annual Report 2016-17)

- 1 National Coir Training & Design Centre, Kalavoor, Alleppey, Kerala.
2. Regional Extension Centre, Thanjavur, Tamil Nadu.
3. Field Training centers of Regional Offices at Pollachi Bangalore, Rajahmundry and Bhubaneswar and through various Sub Regional Offices

Coir Board also conducts Entrepreneurship Development Programmes through Coir industry expertise professional agencies. The duration is mainly three days. The major topics covered during the EDP include (Coir Board Annual Report 2016-17)

1. Entrepreneur Motivation
2. How to Set up new ventures
3. Coir Based industries
4. Management of Finance
5. Market promotion- Domestic as well as export
6. Salesmanship
7. Rules and Regulations of the Industry
8. Cost analysis
9. Project preparation
10. Zero wastage concept in coir industry
11. Personality
- 12 Introduction to various Schemes of coir board as well as the government

1.7.6 Challenges to Coir Sector

Even though India is enjoying a supreme position in the export of coir products, the competition from other cheaper products is posing a serious threat to the industry. Application of obsolete technology in the production and processing methods of coir

products is another big challenge. In spite of the greater market for products like Coir wood, Coir pith and coir geotextile and floor covering materials, there lacks adequate modernization in the machinery and production techniques (Annual Report of MSME 17-18)

1.8 The need of the study

As the coir industry is labour intensive, it has the potential to provide employment to rural people and can aid in alleviating poverty. But the industry couldn't utilize these opportunities as the number of coir related establishments are less. To motivate the prospective entrepreneurs to start own venture in the coir industry, we need to first identify the factors influencing the entrepreneurial intention. To the best of researcher's knowledge there exist only a few studies describing the entrepreneurial intention of the entrepreneurs in the coir industry. So, the present study aims to identify the specific factors contributing to entrepreneurial intention among the nascent entrepreneurs in the coir industry.

In an emerging economy like India, a major part of the labour population is engaged in unorganized sector. This is true in the case of coir industry where most of the workers work in household coir units. Entrepreneurship leads the way to organize this workforce and provide them better working environment and skills development.

Petrin in (1992) found that in order to hasten economic growth in rural areas, it is crucial to build up cluster of budding potential first generation entrepreneurs. UN ICD Task Force, 2002 identifies a strong correlation among entrepreneurship, economic growth and poverty reduction. (UN ICD Task Force 2002). So, in order to foster entrepreneurship, it is reasonable to first identify the factors, directly or indirectly, which affect the Entrepreneurial Intention.

1.9 Problem statement

Kerala has got an admirable domestic and International market for coir and coir products. With the market intervention policies of Coir Board and central government, the export opportunities are expected to gain momentum in the forthcoming years. In order to exploit the market potential to the full extent there is a need of versatile coir producing units which are capable of producing multi various value-added coir products.

Another challenge faced by the coir Industry is its inability to muster and make use of the available raw material for coir production. It is estimated that only 40 % of the total coconut husk produced in India is utilized for coir production. If we could convert the underutilized raw materials into value added coir products, we would be able to generate employment avenues considerably in the coir sector. For this, more coir units are needed to be set up. So, the real problem is how we can motivate the prospective entrepreneurs to start a new venture in the coir Industry and what would be the factors which influence their intention to do so?

1.10 Research Questions

- 1 What is the role of demographics in determining the ESE and EI of the NE?
- 2 How does the attitude of the entrepreneur influence his/her Entrepreneurial Intention.?
- 3 How does external environment affect the Entrepreneurial Intention of a Nascent Entrepreneur?
- 4 How do the personality traits of an entrepreneur affect his/her intention to be an entrepreneur?
- 5 What is the role of ESE in the Nascent Entrepreneur's intention to start own venture?

1.11 Research Objectives

- 1 To examine the effect of demographics on ESE and EI.
- 2 To analyze the effect of the Nascent Entrepreneur's attitude, on EI.
- 3 To explore the influence of external environmental factors on EI.
- 4 To assess the influence of personality traits on EI.
- 5 To identify the effect of ESE on EI.

1.12 Scope of the Study

The focus of the present study is to explore the multidimensional aspects of entrepreneurial intention among the nascent entrepreneurs in Kerala. Many researchers concluded that Entrepreneurial Self Efficacy has a positive influence on an individual's decision to venture out. Along with analyzing the significance of Entrepreneurial Self Efficacy on Entrepreneurial Intention, the study will explore the contributing factors of entrepreneurial Self Efficacy.

1.13 Structure of the Thesis

The Thesis consist of five chapters. The opening chapter is the Introduction followed by Review of Related Literature, Research Methodology, Data Analysis and Interpretation and last, Summary of Findings, Discussion and Conclusions.

The opening chapter of this thesis deals with an introduction to Entrepreneurship, its process and evolution, entrepreneurship in India and also a glimpse of coir industry in India and Kerala. The problem statement, Research questions and Research Objectives are also depicted in this chapter.

The second chapter presents a detailed review of the literature pertaining to Entrepreneurship. The nascent entrepreneurship and Entrepreneurial Intention studies in the existing literatures are also described. The antecedents of EI are identified and presented. Hypotheses are generated based on the literature review and a conceptual

framework for the study is drawn. The research Gap filled by this study is also defined at the end of second chapter.

The third chapter explains the research design of the study. The research approach, methods of data collection, tool development, measurement and validation of data and sampling design are explained in this chapter. The results of the pilot study, and statistical tools for data analysis are also presented.

Chapter four of the thesis presents the analysis of the data collected for research. The chapter is divided into three. The first part analyses the present status of coir industry in the country. The analysis has been done based on the secondary data which includes annual reports of Coir Board and MSME, coir board publications etc. The second part analyzes the demographic profile of the respondents. The demographic factors and their relationship with dependent variables are analyzed. The third part analyzes the proposed relationship between the dependent and independent variables.

Chapter five of the thesis provides the summary of findings. The conclusion of the study, recommendation and limitations are also included.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Chapter Overview

This chapter presents a detailed review of the literature pertaining to Entrepreneurship. The Nascent Entrepreneurship is described and Entrepreneurial Intention studies in the existing literature are reviewed. The antecedents of EI are identified and presented. Hypotheses are generated based on the literature review and a conceptual framework for the study is drawn. The research Gap filled by this study is also defined at the end of this chapter.

2.2 Nascent Entrepreneurship

Nascent Entrepreneur (NE) is found to be the major player in the process of creating new venture (Hill and McGowan 1999). The term nascent indicates that their venturing process is in progress (Reynolds and Miller 1992) and whether the outcome of these efforts ends up in new enterprise formation depends on multi various factors. McGee et al (2009) describe Nascent Entrepreneurs as individuals who have not yet started their own business. GEM 2017-18 Report describes a Nascent Entrepreneur as a person who is in the process of starting a business.

Carter defined NE as those who have taken steps for the creation of an enterprise but not yet ended up in transferring these to a new business ownership. They possess the desire to start their own venture and engage with specific activities that are required to fulfill their desire (Carter et al. 1996).

Even though many researchers are struggling to give a clear and comprehensive definition of nascent entrepreneurship, the definition remains vague, and cannot claim any convincing arguments on how nascent entrepreneurs differ from those of non-nascent (Fouad 2013). Thompson (2009) criticizes that the term ‘Nascent Entrepreneur’ has many implicit definitions and the term does not give an accurate idea of how one can differentiate a

Nascent Entrepreneur from a non-nascent one. Academic literature uses the terms such as aspiring, early stage, novice, emerging, fledging, latent etc. to describe a Nascent Entrepreneur.

Delmar and Davidsson (2000) define Nascent Entrepreneurs as those who are trying to open up a new business venture. Aldrich and Martinez (2001) describe a Nascent Entrepreneur as the person who initiates serious activities which lead to start up a viable business venture. They define the Nascent entrepreneur as those “who not only say they are currently giving serious thought to the new business, but also are engaged in at least two entrepreneurial activities, such as looking for facilities and equipment, writing a business plan, investing money, or organizing a start-up team.”

Some scholars identified Nascent Entrepreneurs as individuals who are taking necessary steps to start their own business such as collecting and organizing the resources (Kim et al 2003). Nascent Entrepreneurs usually engage in gestation activities i.e. activities which are directly linked to venture creation (Siqueira et al. 2007). These activities may include identifying work locations and sources of financing, acquiring equipment etc. (Obschonka et al. 2011). Davidsson (2006) suggested that these gestation activities are difficult to identify.

Researchers used to identify Nascent Entrepreneurs usually from sources such as national databases of Nascent Entrepreneurs like PSED i.e., Panel Study of Entrepreneurial Dynamics; (Lichtenstein et al. 2007; Parker and Belghitar 2006) and GEM Survey Reports (Bergmann and Stephan 2013). Delmar and Davidsson (2000) suggest that Nascent Entrepreneurs can be found from a large sample of business founders. The Nascent Entrepreneurs can also be identified among the students and also from the participants of startup seminars (Sequeira et al. 2007).

Even though the research on Nascent Entrepreneurship is still in its infancy stage, many researchers have tried to dig into the various aspects of this complex phenomenon. Kim et

al, (2003) conducted an empirical study in the US using the data obtained from Panel Study of Entrepreneurial Dynamics (PSED). The objective was to find out the determinants of an individual's decision to become a Nascent Entrepreneur. They found that human capital variables such as previous start up or work experience, education, self-employed relatives etc. are significantly associated with one's decision to become a Nascent Entrepreneur whereas financial resources are not. The research findings of Wagner (2003b) also suggest that exposure to a variety of professional experience and holding professional degrees influences one's decision to be a Nascent Entrepreneur. He also argues that work experience in small and young enterprises can significantly contribute to one's decision to be a Nascent Entrepreneur (2004b).

Patel and Fiet (2009) conducted a study of 492 Nascent Entrepreneurs in US and the study results suggest that the Nascent Entrepreneurs who conduct systematic research on firm founding are able to reduce environmental uncertainties and progress better when compared to those who rely more on their alertness. A study of 223 Nascent Entrepreneurs in Sweden reveals that preparing business plan helps the Nascent Entrepreneurs (NE) in product development and organizing their activities and are more likely to persist (Delmar and Shane 2003). The authors (Delmar and Shane 2006) also suggest that the new ventures founded by NEs with good startup experience have greater probability to survive. When it comes to the case of sales, it is found that NEs with high growth preferences are realized with higher sales (Cassar 2007).

Kessler et. al (2012) conducted a research on 290 Nascent Entrepreneurs (NE) observed over seven years and surveyed at three points of time (1998, 2001,2005) using the data obtained from Vienna entrepreneurship Studies database. The results arrived using logistic regression models suggest that the personal characteristics of the NE and their environment resources have contributed only a little to the founding success and the survival of the new firm whereas the process of firm founding has a greater contribution to it.

Hechavarria et al (2012) conducted a longitudinal study on 830 Nascent Entrepreneurs (NE) and the study results concluded that more formalized business plan and greater self-efficacy of the NEs contributed significantly towards maintaining the startup efforts rather than quitting their idea to start own business. WernerBoñte and Piegelerwe(2013) in their research using data obtained from 36 countries, concluded that the individuals who like to compete with others would prefer to be self-employed and would likely to be a Nascent Entrepreneur. Their study results also suggested that compared to men, women are less inclined to competitions and risk taking.

McGee et al (2009) conducted research on NE. The researchers compared NEs with a baseline group which include the individuals who had not taken any two steps towards starting up their new venture. The researchers found that “Nascent entrepreneurs appear to follow an “inspiration, then perspiration” sequence in ESE development. After being attracted to venturing and then searching for opportunity, NEs gain more confidence in their abilities related to other domains of entrepreneurship. These other domains require more concrete skills, such as planning, marshaling, and the implementation of day-to-day management of employees and finances for the venture. In practical terms, the pattern of “inspiration, then perspiration” in ESE development for nascent entrepreneurs suggests that educational activities should address both the up-front activities in which inspiration is important (such as envisioning success and identifying a new product or service idea), as well as the perspiration dimensions of venturing. These perspiration dimensions require crucial implementation skills in planning, marshaling resources, managing people, and managing the finances of the venture”.

2.3 Entrepreneurial Intention (EI)

Entrepreneurship is a multifaceted phenomenon and taking a decision to be an entrepreneur is always preceded by a strong Entrepreneurial Intention. Thompson (2009) has defined Entrepreneurial Intention as an individual’s inclination to start up a new business in future. Parker suggests that EI is the result of conscious thinking (Parker 2004). The process of

new firm creation can thus be considered as voluntary action which involves conscious intention. Researchers suggest that EI is the most potent antecedent of entrepreneurial behaviour (Autio et al. 2001; Krueger et al. 2000). To propel the study of how entrepreneurial intention is shaped and the connection between those intention and the creation of new business, researchers have concentrated on the identification of many antecedent factors which include Self Efficacy, risk taking, culture, government policies, social norms etc.

Thompson (2009) defined entrepreneurial intention as "self-acknowledged conviction by a person that they intend to set up a new business venture and consciously plan to do so at some point in the future" (Thompson, 2009). PiotrTomski (2014) explained the EI as "that direct attention, experience and activities towards business concepts, create the form and direction of organizations at their inception stage. Future organizational outcome such as survival, development and growth are based on these intention". He added that "discovering EI and the factors influencing an individual's choice to pursue independent business creation may lead to the insights that would have an impact on economic growth and development".

Entrepreneurial intention increases the probability of being self-employed significantly. Greater the entrepreneurial intention, greater would be the probability of being self-employed. (Hejazinia.2015)

EI has been considered as a vital factor in understanding the whole process of Entrepreneurship (Uygun and Kasimoglu 2013). Intention always entails planned behaviour (Hmieleski and Corbett 2006). Intentions could be affected by an individual's attitudes, beliefs and how he perceives his physical and social environment, and his perception in turn is influenced by his individual background factors (Boyd and Vozikis 1994).

Intention, according to Bird, is a mind set up which directs an individual towards a specific goal (Bird 1998). Pre organizational phenomena of commencing a new venture is significant and exiting (Bird 1988). Planned behaviour could be best predicted using intention to behave in a particular way (Bagozzi 1989). It is always reasonable to examine the entrepreneurial intention in the overall context of entrepreneurship (Kyrö and Ristimäki 2008). Several researchers have explored the phenomenon of Entrepreneurship and they found that it is not incidental but purposive and clearly intentional (Carter et al. 2003; Wilson et al.2007) and has got several antecedents including the Self Efficacy of entrepreneurs (Chen et al. 1998).

In a study conducted on 1210 public university business students of Spain by Roberto Espiritu-Olmos and Miguel A. Sastre-Castillo (2015), it was found that the personality characteristics of the entrepreneur affects the Entrepreneurial Intention more significantly than the work values .The results also suggest that the presence of father or other close relative as a an entrepreneur contributes positively to one's EI. The study reveals a negative relationship between education and EI. Another research conducted by Hejazinia (2015) among the university students of Iran who participated in IT-based entrepreneurship education program, revealed a positive influence of entrepreneurial education on EI.

The research conducted by Küttim et al (2014) also establishes a positive influence of entrepreneurial education on EI. The researchers conducted a cross sectional study on a sample of students from 17 European countries. The study observes that the students expect more networking and business coaching activities rather than lectures and seminars.

Karimi et al (2014) researched the phenomenon of EI through the lens of Theory of Planned Behaviour. The sample consist of 331 university students of Iran. The data was analyzed using structural equation modelling and the results indicate that the role models indirectly influence the EI. Attitude towards Entrepreneurship was found to be a weaker predictor of EI whereas subjective norms were a stronger predictor in the female students in comparison with their male counterparts.

Tegtmeier (2012) also investigated EI using the Theory of Planned Behaviour. He conducted a survey using a sample of 208 German students and his analysis confirms that EI is significantly influenced by an entrepreneur's attitude towards setting up the new venture, his societal subjective norms and perceived behavioural control.

Lee et al (2011) Suggest that an individual's EI can be influenced by his personal factors and work environment. The researchers conducted an empirical study on 4192 IT professionals in Singapore and concluded that lower job satisfaction caused by unfavorable working environment such as lack of innovation climate can contribute to EI in a person who is having high innovation orientation. They also found that self-efficacy can strengthen a person's intention to start own venture if he experiences a lower level of job satisfaction.

Wilson et.al (2007) conducted research on three different sample groups parallelly, first group involves high school students, second group consist of university students (MBA) and third comprises of passed out students in their early career stage. The three data sets were analyzed to reveal the relationship between entrepreneurial education, self-efficacy and gender on an individual's intention to venture out. Initially, they discovered that gender had a solid impact in the measures of entrepreneurial self-efficacy and entrepreneurial intention. Males were found to exhibit higher self-efficacy and entrepreneurial intention than their female counterparts. They also found that the interaction of gender on entrepreneurial education had a powerful influence on entrepreneurial self-efficacy. ie their study results indicated that females who had gotten entrepreneurship training have had higher entrepreneurial self-efficacy than those who had not received any training. Their analysis suggested a person's perceptions on his own skills in performing the entrepreneurial functions plays a vital role in shaping his entrepreneurial career interest

Zhao et al (2005) put forward an entrepreneurial intention model where self-efficacy mediates the student's intention to be self-employed. The authors collected data from 265 MBA students across five US universities. The study results concluded that self-efficacy

mediates the effects of perceived entrepreneurial learning, prior start up experience and risk-taking propensity on EI. The study also reveals that women exhibit a lower entrepreneurial intention as compared to men. The major literatures are depicted in table 2.1

Table 2.1: Definitions of Nascent Entrepreneurs

Author	Definition
Carter et al. 1996	NEs are those who have taken steps for the creation of an enterprise but not yet ended up in transferring these to a new business ownership.
Delmar and Davidsson (2000)	NEs are those who are trying to open up a new business venture.
Aldrich and Martinez (2001)	NEs are those who initiate serious activities which lead to start up a viable business venture.
Sequeira et al. 2007	NEs usually engage in gestation activities i.e. activities which are directly linked to venture creation. They can be identified among the students and also from the participants of startup seminars.

Source: Literature Review

2.4 Demographic Factors

The influence of demographic factors on a person's entrepreneurial decisions is widely seen in entrepreneurial literatures. The demographic factors such as age, gender, role model, annual income, education and work experience are considered to influence the EI.

The positive effect of role model on EI is confirmed by Nowiński and Haddoud (2019). The authors confirmed that the combined effect of 'Role model influence' with other antecedents of EI are more prominent in explaining the EI of an individual.

Kar et al. (2017) investigated the role of efficacy and contextual factors on EI. The empirical study was conducted among 213 Micro small and Medium entrepreneurs in Orissa. The authors found that gender influences the motivation level towards starting up new venture and women consider Entrepreneurship as only a second income. The study also revealed that knowledge on business functions and efficacy positively influences the EI whereas prior work experience, social support and wealth of the individual are not found to influence the EI. Nowiński et al (2017) also argues that women show less ESE as compared to men.

Brunel et.al. (2017) tested how the 'role model influence' and prior entrepreneurial experience together contribute to the EI of an individual. The study results reveal that role model influence is significant to those who aren't have any experience in Entrepreneurship. Role model influences a person to choose entrepreneurship as career option by enhancing the self-confidence.

Caro-González et al (2017) found that Social norms influence the EI significantly in women whereas in case of men there exist only an indirect relationship. Men are found more inclined to entrepreneurship as they don't require much approval from the environment to engage in such an activity whereas more environmental support is needed to reinforce the attractiveness of entrepreneurship career in women.

Entrialgo and Iglesias (2017) argue that parental role models influence the EI of both the genders whereas a role model in the family contribute to a favourable attitude formation, towards setting up new business, only in women.

Moa-Liberty et al (2016) identified the demographic characteristics such as gender, age, ethnicity and self-efficacy exert significant influence on the EI. Males are prone to entrepreneurship compared to females. Pfeifer et al (2014) argue that students whose

family wealth is above average have high probability of starting a new venture as compared to students whose family income is low.

Rokhman and Ahamed (2015). studied how social as well as psychological factors influence the EI among the college students. The authors added that Family background, Education and social status influence the EI. Malebana and Swanepoel (2015) also support the research finding that prior employment experience and role model influence EI positively.

Dehghanpour Farashah (2015) states that demographic, institutional and cognitive factors matters in explaining the Entrepreneurial intent more effectively. The age and gender are found to influence the self-efficacy beliefs. Men are found to be on higher ESE and EI as compared to women. The self- efficacy sources such as, exposure to role model and mastery of experiences contribute to self -efficacy of an individual.

Entrepreneurial role model influence is a key factor in defining the EI in females (Austin and Nauta 2015). Boys tend to have higher entrepreneurial intention as compared to girls (doPaço et al.2015).

Sahut et al. (2015) conducted research using the theory of planned behaviour and found EI as negatively correlated with Age. The study results of Hatak et al (2014) also concluded that age is associated with a lesser EI. The authors reveal that gender, prior entrepreneurial experience and education also influence the intention to pursue entrepreneurship. The presence of entrepreneurial parents does not significantly influence the EI. But Pouratashi (2015) found that gender has no influence in determining the EI.

The following hypotheses have been generated based on literature.

H1a1: There is a significant difference in the EI based on gender.

H1a2: There is a significant difference in the ESE based on gender.

H1b1: There is a significant difference in the EI based on age groups.

H1b2: There is a significant difference in the ESE based on age groups.

H1c1: There is a significant difference in the EI based on Educational background.

H1c2: There is a significant difference in the ESE based on Educational background.

H1d1: There is a significant difference in the EI based on marital status.

H1d2: There is a significant difference in the ESE based on marital status.

H1e1: There is a significant difference in the EI based on the Employment status of the spouse/Parent.

H1e2: There is a significant difference in the ESE based on Employment status of the spouse/Parent.

H1f1: There is a significant difference in the EI based on work experience in the relevant industry.

H1f2: There is a significant difference in the ESE based on work experience in the relevant industry.

H1g1: There is a significant difference in the EI based on presence of Role model.

H1g2: There is a significant difference in the EI based on presence of Role model.

H1h1: There is a significant difference in the EI based on the annual income of the family.

H1h2: There is a significant difference in the ESE based on the annual income of the family.

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2.5 The role of Attitude

2.5.1 Attitude towards setting up new venture

Attitude can be defined as one's own evaluation (either positive or negative) of performing specific behaviour (Astuti and Martdianty 2012).

The summary of the major findings from the literature regarding the influence of Attitude on EI are presented in Table 2.2

Table 2.2: Role of Attitude on EI

Author	Description
Nowiński and Haddoud (2019)	Confirmed the influence of Attitude towards entrepreneurship, self-efficacy and role model on EI.
Do and Dadvari (2017).	Entrepreneurial Attitude Orientation can influence the Entrepreneurial intention.
Botsaris and Vamvaka (2016)	Attitude towards entrepreneurship has an impact on EI and the affective attitude predicts intention strongly as compared to instrumental attitude.
Costa and Mainardes (2015)	Risk aversion negatively influences the EI of an individual.
Bacq et al (2016)	Risk taking propensity does not influences the ESE but it influences EI.
Omidi Najafabadi et al. (2016)	Confirmed the role of entrepreneurial skills, ESE and attitude in predicting the EI among agricultural students.
Soomro and Shah (2015)	Attitude towards entrepreneurship has a positive significant correlation with EI.
Maleban and Swanepoel (2015)	Attitude towards entrepreneurship has a major role in explaining the EI.

Source: Secondary Data

An attitude towards a behavior, according to Ajzen (1991), refers to “the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question.”

Do and Dadvari (2017) conducted research on 295 business students in Taiwan, to assess the influence of attitude orientation on the EI. The structural equation modeling analysis reveals that entrepreneurial attitude orientation, influences an individual's intention to start a new venture. Inculcating positive attitude on venturing can contribute to an increased level of entrepreneurial intention in an individual.

In the context of social entrepreneurship, Chipeta and Surujlal (2017) found that risk taking attitude of an individual influences the EI more than his attitude towards entrepreneurship. The study results of Aloulou (2017) on the antecedents of EI in the context of Saudi distance learners also revealed that attitude towards behaviour has a major role in deciding the EI.

Law and Breznik (2017) conducted a comparative study of the attitudinal antecedents on EI among the engineering students and non-engineering students of Hong Kong. Attitude is found significantly correlated to EI among the engineering students. Attitudinal antecedent is more strongly related to EI among the female students as compared to the males.

Botsaris and Vamvaka (2014) explored the influence of the attitude towards entrepreneurship on EI among the Greek students. The authors concluded that attitude explains 50% variation in EI and affective attitude connects to intention more strongly than instrumental attitude. Nieuwenhuizen (2016) also confirmed that personal attitude influences the EI of a person significantly. The study results of Nagarathanam and Nor Buang (2016) conducted on 315 Indian undergraduates of Malaysia also identified that attitude of the individual accounts for 51% variation in his choice of entrepreneurship as career.

Malebana and Swanepoel (2015) investigated the role of Theory of Planned Behaviour in explaining the entrepreneurial intentions of students. The researchers conducted research

on 355 students of South Africa, the data was collected through survey method and the analysis revealed a positive influence of the attitude on the EI of the students. The researchers found that attitude towards setting up a business forms the significant antecedent for EI as it alone explains 70 % variation in the EI.

Soomro and Shah (2015) also established that attitude towards entrepreneurship has a positive significant correlation with EI (β 0.487) based on his study conducted on the university students of developing countries. In a study conducted by Rantanen and Toikko (2014) on Finnish young people, it was found that their attitude towards entrepreneurship and their subjective norms influence entrepreneurial intention. An empirical study conducted by Piotr Tomski (2014), confirmed the role of universities in contributing Entrepreneurial Attitudes and this attitude always transformed into Entrepreneurial Intention. People who do not have positive attitude towards entrepreneurship certainly do not have any intention to be involved in any entrepreneurial activities Bosma and Schutjens (2010).

Gelderen et al. (2008) have identified five attitudes towards behaviour influencing Entrepreneurial Intention (challenge, wealth and independence as positive aspects of entrepreneurship and lack of security and workload as negative aspects of entrepreneurship). Grilo and Irigoyen (2006) argue that there exists strong relationship between entrepreneurial attitude and entrepreneurial activity.

Similarly, Franke and Luthje (2004) have provided empirical evidence for positive impact of one's attitude towards setting up new venture and Entrepreneurial Intentions through their study on business students in USA. Entrepreneurial Intention is also found to be influenced by one's own attitude towards risk taking and attitude towards autonomy but EI is not found to be influenced by attitude towards income and work load (Douglas and Shepherd 2002). Krueger et al (2000) found substantial correlation between one's own attitude towards self-employment and Entrepreneurial Intention.

Davidsson (1995) found evidences to support the influence of attitude towards achievement contribute to EI. In his model he introduced a concept called Conviction in which he argued that the general and some specific attitudes are the primary determinants of Entrepreneurial Intention. In his model Lindsay (2005) found that attitude influences one's behaviour towards setting up new venture.

2 .5.2 Risk-taking Propensity

It reflects the attitude of an individual either to endure risk or to avoid it (Sitkin and Pablo 1992). Entrepreneurs are found to take more risk if they confronted more uncertain problems (Stewart and Roth 2001).

Bacq et al. (2016) conducted research on 106 MBA students to identify the antecedents of EI. Hierarchical regression analysis was done to test the hypothesis. The results reveal that Risk-taking propensity is not influencing the ESE, but it has got significant influence on the EI. Costa and Mainardes (2015) found that risk aversion negatively influences the EI of an individual.

According to Chatterjee and Das (2015), "Risk taking propensity is an inevitable part of entrepreneurship activity. An individual with the spirit of entrepreneurship will at least undertake moderate risk and has no definite degree towards propensity to risk-taking. Therefore, it can be stated that risk-taking is a trait that differentiates an entrepreneur from a non-entrepreneur."

Economic theories consider risk taking as an essential trait of the entrepreneur. "Risk is a business factor that is widely assumed in economic theory to be a source of entrepreneurial profit" (Tyszka et al.2011). As Wärneryd (1988) states, ". . . there seems to be general agreement that risk bearing is a necessary . . . prerequisite for being called an entrepreneur."

‘Risk-taking Propensity’ is generally renowned as an entrepreneurial trait and its significance can be revealed from Merriam-Webster’s definition of entrepreneurship. Merriam-Webster defines entrepreneur as one who owns and manages risk (Merriam-Webster 2007). Entrepreneurs are found to be high in their risk-taking propensity (Dickson and Gigilierano 1986) and it is an important influencing factor for setting up one’s own business (Hull et al. 1980). Shane (2003) observes risk taking propensity as a measurement of how an individual indulges in risky activities. Entrepreneurship studies conducted by researchers found that persons who are high in their risk-taking propensity would prefer entrepreneurship as their career option (Douglas and Shepard 2000; Koh 1996; Sexton and Bowman 1983,1984)

Earlier researches conducted to study the relationship between risk taking propensity and entrepreneurship found that entrepreneurs are more likely to take moderate risk (Litzinger, 1963; Meyer et al.,1961). But new researches revealed that entrepreneurs are showing high propensity to take risk (Kamalanabhan et al. 2006).

Tyszka et al. (2011) investigated three important characteristics of entrepreneurs including the risk-taking propensity of entrepreneurs. The sample consists of two groups of entrepreneurs- necessity driven and opportunity driven. They found that the job security is an important motive for non-entrepreneurs and necessity driven entrepreneurs. They also found that entrepreneurs are not risk prone as compared to workers but they happened to do risky investment as part of their job. So, the researchers identified this as the entrepreneurs are not inclined to take risk or it is not their personal choice but they happened to take risk as their work calls for it. So, the authors concluded that “risk-proneness is not a specific characteristic of entrepreneurs. On the contrary, willy-nilly, entrepreneurs have to deal with risky situations (they simply face them), so they cannot avoid undertaking risky activities in business (e.g., investing, taking out credit, etc.). As a result, even if they prefer avoiding risky situations, they show riskier business-related activities than those who have decided to remain plain wage earners”.

Even though many economic theories support that risk taking is a specific trait of an entrepreneur, psychologists are not yet definitive on the matter of entrepreneurs being more risk inclined than other individuals. Brockhaus (1980) found no critical distinction amongst business owners and managers in risk taking affinity. In similar studies conducted by Masters and Meier (1988)., no distinction in risk taking propensity was found between start-up business owners and managers.

The following hypotheses have been generated based on the literature

- H2** Attitude of the NE has an influence on the ESE
- H2a** Attitude towards setting up a new business has an influence on the ESE
- H2b** Attitude towards risk taking has an influence on the ESE

2.6 Environmental Factors

Environmental Factors are critical determinants in an individual’s decision to start up new venture (Bosma and Schutjens 2007). Environmental factors such as educational background and age structure etc contribute to new firm formation (Delmar and Davidsson 2000). The summary of the major findings from the literature regarding the influence of Environmental Factors on EI are presented in Table 2.3

Table 2.3: Role of Environmental Factors on EI

Author	Description
Barba-Sánchez and Atienza-Sahuquillo (2018)	Confirmed positive impact of EE on the EI
Shahab et al (2018).	EE develops Entrepreneurial creativity which is helpful in developing the EI.
Maresch et al (2016)	when the exposure to EE is greater Subjective norms exert weaker impact on EI.

Pfeifer et al (2016)	Long term EE programmes do influence the EI but only to a lesser extent.
Chen et al (2013)	EE not able to enhance the EI of students effectively.

Source: Secondary Data

2.6.1 Societal Subjective Norms

Social norms are defined as the unwritten rules of conduct within a group (Elster, 1989), The Subjective Norms refers to the perception of an individual on the social pressure to perform a certain behaviour or not performing it (Fishbein and Ajzein 1975). It refers to how the individual perceives the level of approval or disapproval from the part of his parents, close friends or significant others on setting up one’s own business.

Pfeifer et al. (2016) identified social norms as the third important predictor of EI after ESE and Entrepreneurial identity.

The research conducted by Maresch et al (2016) proved that Exposure to EE to a greater extent enhances the confidence level of the students. As a result, they are able to seize the entrepreneurial opportunities without relying on others. They have the control of their own behaviour of choosing entrepreneurship and this made lesser impact of subjective norms to their intention to venture out.

Van Gelderen (2008) revealed the significance of parents, friends and others on Entrepreneurial Intentions of an individual. An empirical study conducted by Bru“derl and Preisendo“rfer (1998) identified positive impact of parents, peers and other close relatives on forming one’s intention towards Entrepreneurship. Kolvereid, (1996) empirically found that students’ Entrepreneurial Intention is influenced by their family and friends (Kolvereid 1996). In a study conducted by Davidsson and Honig (2003) revealed the significance of family and friends’ support on the emergence of entrepreneurs. The impact of this support

is found more crucial than perceived desirability of the entrepreneur in the setting up of new venture (Baughn et al. 2006). How the entrepreneur networks in the society is also influenced by the family (Greve and Salaff 2003). Hofstede (2001) found that the individual predispositions are affected by family interdependence.

Creation of new venture is a complex process which needs lot of experimentation. In a supportive societal environment, the individual would feel safer to do trial and errors which can contribute positively for new venture creation (Sarasvathy 2001).

2.6.2 Entrepreneurial Education

Barba-Sánchez and Atienza-Sahuquillo (2018) conducted research on university students and identified a positive effect of EE on EI. But the entrepreneurial training not possess any significant effect to increase the explanatory power of the model. The possible reason for this as given by the researcher is that ESE may be mediating the relationship between EE and EI. Shahab et al (2018) added that through EE Entrepreneurial creativity can be nurtured which could be helpful in developing the EI.

The variations in the effect of EE on EI are further confirmed by Nabi et. al (2016). The authors concluded that there are scenarios where EE fosters EI where as in some other cases EE is found to decreases the EI. Indirect effect of EE on EI is confirmed by Nowiński et. al (2017).EE is found to influence the ESE but direct effect of EE on EI is found insignificant. The authors added that EE indirectly influences the EI through the construct ESE.

Malebana (2016) conducted research on 355 South African university students to test the impact of EE on EI. The results reveal that EE is very crucial in enhancing the intention to venture out especially when the exposure to EE is for a longer period. Pfeifer et. al (2016) also supported the findings that Long-term EE programmes do influence the EI but only to a lesser extent.

Maresch et. al (2016) identified that the influence of EE varies with context. A greater exposure to EE is found to decrease the influence of subjective norms in engineering students, but in the case of business students the effect of subjective norms is found to be relevant.

Piperopoulos and Dimov (2015) tested how the nature of EE influence the EI of students. The findings indicate that the practical oriented entrepreneurial courses positively moderate the relationship between self-efficacy beliefs and EI whereas the in the case of theoretically oriented courses, the relationship is negative.

The study results of Dopaço et al. (2015) also revealed that apart from EE, there are other factors which influence the EI. The researcher found that the EI among the female students is less even though they received EE, but without receiving EE, the male students at a sports school are determined to choose Entrepreneurship. The authors thus concluded that EE can facilitate entrepreneurship, but it is not a single factor determining the EI. Entrepreneurial education has positive impact on Entrepreneurial Intention by enhancing one's knowledge on entrepreneurship (Hejazinia 2015).

There are studies which argue that EE is not linked with a higher EI. Chen et al (2013). concluded that EE cannot enhance the EI of students effectively. The possible reason may be that the EE gives an insight to the students about the possible issues and challenges associated with entrepreneurship and students identified that this is not the career they are looking for. There exist studies which reveal negative impact of education on Entrepreneurial Intention (Lorz, 2011).

Gelard and Saleh through their investigations, confirmed the positive impact of education on Entrepreneurial Intention (Gelard and Saleh 2010). Entrepreneurship education programme (EEP) is defined: "... as any pedagogical programme or process of education for entrepreneurial attitudes and skills, which involves developing certain personal qualities. It is therefore not exclusively focused on the immediate creation of new

businesses." (Fayolle et al. 2006). Many researchers found the existence of direct influence of entrepreneurial education on Entrepreneurial Self Efficacy and on EI (Cooper and Lucas 2006; Zhao et al. 2005). Cooper and Lucas (2006) argue that there exists a positive correlation between entrepreneurial education and self-efficacy. They further explained the positive influence of ESE on EI. There exist evidences for positive influence of entrepreneurial workshops on EI (Pruett 2012). At the same time some researchers concluded that entrepreneurial training and education would negatively influence ones' ESE (Cox et. al 2003).

Social– Cognitive Theory (Bandura 1986) states that Enactive Mastery can contribute to Entrepreneurial Self Efficacy and it can be promoted through business exercises that would be a part of formal entrepreneurial courses (Stumpf et. al 1991).

The research conducted by Wilson et.al (2009) on three different sample groups supported the findings of Bandura (Bandura, 1977), as the mastery of experiences plays a crucial role in shaping the ESE and thereby entrepreneurial intent. In their research they underscore the need for targeted entrepreneurial education and training to increase the self-efficacy and entrepreneurial intent.

Fayolle et al. (2005) explained the positive impact of entrepreneurial education on perceived behavioural control of an individual which is a term identified closely with ESE (Krueger and Carsrud 1993). They also found that entrepreneurial education has limited impact on EI. Bae et. al (2014) found that entrepreneurship education can act as an antecedent for EI.

2.6.3 Social Networking

Nascent Entrepreneurs require access to knowledge which enables them to exploit the entrepreneurial opportunities around them. Dohse and Walter (2012) found that Social Networking has got an important role in accessing these knowledge resources. The budding

entrepreneurs can obtain new ideas, technology and finance through social networks (Chung 2006). The social networking can also help in identifying suppliers, customers and skilled workforce (Brüderal and Preisendörfer1998;Le1999). The Nascent Entrepreneurs can use their social networking to assist them in their firm registration or getting the license and also can obtain crucial resource which would be difficult to obtain through official channels (Roberts and Zhou; 2000).

Social networking is found to be positively related to entrepreneurship (Batjargal 2010; Zhao et al 2010). The social networking theory suggests that entrepreneurs are bound by social context which can influence their entrepreneurial decisions and helps in formulating their business plans (Jack and Anderson 2002; Davidsson and Honig 2003). The social network of an entrepreneur may include formal as well as social relationships like family, friends and acquaintances (Evald, et al 2006). These relationships are important as they can supplement to the crucial resources which an entrepreneur is possessing (Jenssen and Koenig 2002; Greve and Salaff 2003).

Many researchers suggest that supportive social networks are crucial in building the nascent entrepreneur's self-confidence (De Carolis et al. 2009). The access to resources, especially the knowledge resources, through social networking enhances one's self efficacy sand the intention to be self-employed.

From the literature the following Hypotheses have been generated

H3 Environmental factors influence the ESE of the NE

H3a Societal subjective norms have an influence on the ESE

H3b Entrepreneurial Education has an influence on the ESE

H3c Social Networking has an influence on the ESE

2.7 Personality Traits

In entrepreneurial research literature, there exists a deep-rooted skepticism about the Influence of psychological traits on entrepreneurship behaviour and the level of this

influence (Rauch and Frese 2007). Some researchers found that the personality traits influence the venture creation and its success positively (Chell et al 1991, Cooper and Gimeno-Gascon 1992; Rauch and Frese 2000), while some other researchers concluded that there is no such relationship existing between these two constrains (Brockhaus and Horwitz 1986; Gartner 1989; Low and MacMillan 1988). Some researchers also provide evidences projecting the validity of psychological traits on entrepreneurial research (Stewart and Roth 2001; Collins et al.2004; Zhao and Seibert 2006) and suggest further research on this topic.

The summary of the major findings from the literature regarding the influence of Environmental Factors on EI are presented in Table 2.3

Table 2.4: Role of personality traits on EI

Author	Description
Farrukh et al. (2018)	The influence of personality traits on EI is found to be mediated by the attitude towards entrepreneurship and perceived behavioural control (PBC).
Jin (2017)	The psychological capital of a person is positively related to EI.
Mei et al. (2017)	Confirmed the association of Big Six Personality traits (except openness and agreeableness) to EI.
Farrukh et al. (2017)	Big Five Personality traits except Neuroticism and Agreeableness show positive association with EI.
Espíritu-Olmos and Sastre-Castillo (2015)	Personality traits explain EI more as compared to Work values.

Nga and Shamuganathan(2010)	Confirmed the role of Big Five Personality traits on the startup intention in the context of social entrepreneurship.
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Source: Secondary Data

The effect of personality trait on EI is tested using the Theory of Planned Behaviour by Farrukh et al. (2018). The authors found that Personality traits do determine the antecedents of EI. The relationship is found to be mediated by the students' attitude towards entrepreneurship and their perceived behavioural control (PBC). The psychological capital of a person is found to influence his intention to venture out, however the factor such as optimism is found to not associated with EI (Jin 2017).

The relationship among Big Six Personality Trait (BSPT) on the EI is examined by Mei, et al (2017). The study conducted on university students of China revealed that extraversion, Conscientiousness and Emotional Stability are positively associated with EI where the traits such as openness and agreeableness are found to have no influence on the intention to choose entrepreneurship as career.

Farrukh et al. (2017) tested the impact of Big Five personality traits on the EI on a sample of 306 business students of Islamabad. The result indicates that all the Big Five factors of personality except neuroticism and agreeableness are not associated with EI.

Jiun-HaoWang., et al. (2016) also tested the influence of personality traits on EI through the mediation of ESE and the result reveals that Openness influence EI strongly than the other traits of Big Five personality. The authors conclude that Other than neuroticism all other traits influence the EI positively and the Neuroticism is found to exert no effect on EI or ESE.

Espiritu-Olmos and Sastre-Castillo (2015) tested the impact of personality traits on EI. The analysis shows that personality factors except neuroticism have significant explanatory

power in predicting the EI of the students. Neuroticism affects one's intention to choose entrepreneurship negatively as due to its volatile nature and its linkage with anxiety. The personality traits were found to associate more with EI as compared to work values.

According to Pouratashi (2015) personality traits have a major role in explaining the EI among agricultural students. The research conducted on 412 senior agricultural college students at Iran confirmed that personality traits are the second most influencing factor on EI after the education.

The role of Big Five Personality Traits (BFPT) is further confirmed by Zhao et al. (2010). The researchers conducted meta-analysis studies to identify the role of BFPT on EI. The result shows that four of the BFPs except agreeableness are associated with EI. The effect sizes for all the factors are found to moderate explaining 36% variation on EI.

The influence of personality dimension in the context of social entrepreneurship is investigated by Nga and Shamuganathan (2010). The researchers argue that Personality traits do influence the intention to become entrepreneurs in the context of social entrepreneurship. Agreeableness is found to influence all the dimensions of entrepreneurship i.e. innovation, social network, sustainability, social vision and financial return included in this study.

The role of each BFPTs is discussed below

2.7.1 Openness

Many researchers considered openness as a crucial factor for the trait level innovation research (Rogers 1996; Wood and Swait 2002). John and Srivastava (1999) suggested that persons open to experiments are more creative, inquisitive, imaginative and are able to cope with ambiguous situations. While adapting to the changing environment, especially when there is a change in rule, the persons who score well in openness, perceive the change as positive and are ready to adapt (Lepine et al. 2000). Previous literature suggests that

open minded persons are more adaptive and best fit to the environment (Dicken 1969; Teagarden and Gordon 1995). Rauch and Frese (2007) found that generalized self -efficacy of an entrepreneur and his tolerance to stress level are positively correlated with new business creation. The persons who score high in their openness are very eager to know new things and are ready to take risk (Lauriola and Levin 2001).

2.7.2 Conscientiousness

Conscientiousness is a personality dimension that describes an individual's level of achievement, work motivation, organization and planning, self-control and acceptance of traditional norms, and virtue and responsibility toward others (McCrae and John 1992; Roberts et al.2005; Westhead and Wright, 2013). According to McClelland (1961) early work on achievement motivation, individuals who score high on the need for achievement are attracted to work situations in which they have personal control over outcomes. They face moderate risk of failure, and experience direct and timely feedback on their performance. (Zhaho et al. 2006)

2.7.3 Extroversion

Wiggins and Trapnellin (1997) defined extrovert as a person who is sociable, talkative and would like to be involved in social gatherings. Extrovert is the person who is assertive, talkative and sociable (Barrett and Pietromonaco, 1997)

Extrovert personality trait is found to be correlated with entrepreneurship and more extroverted people are likely to create better performing firms (Shane 2003). People who are high in their extroversion are found to use the entrepreneurial opportunities much better and work efficiently under uncertainties. Better performing entrepreneurs are found to be further externally oriented and are able to maintain broad network of existing relationship with others (Ven et al. 1984). These networks can supplement the person with crucial knowledge and so is able to access many resources. This would enhance ones 'self-

confidence (De Carolis et al.,2009) and efficacy and would further contribute to start own venture

2.7.4 Agreeableness

Agreeableness is a dimension that assesses one's attitude and behaviour towards other people. People high on agreeableness are characterized as trustworthy, cooperative, and modest. A study by Zhao and Seibert (2006) indicates that entrepreneurs tend to score significantly higher on Conscientiousness and Openness and lower on Neuroticism and Agreeableness than managers. Business owners score lower on Agreeableness than managers (Zhao and Seibert 2006), but Agreeableness is not associated with the intention to start a business (Zhao et al.2010).Leutner et al. (2014) conducted a study among 690 online participants, concluded that In this model Extraversion and Agreeableness were the only Big Five dimensions that significantly predicted entrepreneurial success.

2.7.5 Neuroticism

People referred to as high on neuroticism feel vulnerable to psychological stress and experience a low range of self-esteem. It is the tendency of an individual to respond with negative emotions to frustration, loss and threat (Lahey 2009). Entrepreneurs in both the popular imagination and the academic literature are typically described as hardy, optimistic, and steady in the face of social pressure, stress, and uncertainty (Baron 1999; Locke 2000; Zhao 2010).

The following hypotheses have been generated based on the literature

- H4a** Openness has an influence on Entrepreneurial Self Efficacy
- H4b** Conscientiousness has an influence on Entrepreneurial Self Efficacy
- H4c** Extraversion has an influence on Entrepreneurial Self Efficacy

H4d Agreeableness has an influence on Entrepreneurial Self Efficacy

H4e Neuroticism has an influence on Entrepreneurial Self Efficacy

2.8 Entrepreneurial Self Efficacy (ESE)

Entrepreneurial Self Efficacy refers to one's own perception towards the level of easiness and difficulty to accomplish a behaviour. The concept of Self Efficacy was introduced by famous psychologist Albert Bandura in the theory of his Social learning theory. (Bandura 1997). Self-efficacy alludes to the faith in one's abilities to organize and execute the activities required to manage prospective circumstances (Bandura 1978). According to him personal experiences are a powerful source of self-efficacy. In the Entrepreneurship context, this means former experience in setting up companies and the experience in managing them. Both can alter (increase or decrease) ESE (Krekar and Coric2013). According to Chen et al. (1988) ESE refers to "the strength of a person's belief that he or she is capable of successfully performing the various roles and tasks of entrepreneurship". Schenkel et al (2014) Suggests that, "self-efficacy is considered relatively stable in the long term while also being malleable in the short term. This implies individuals' sense of self-efficacy is modified and enhanced over time as they interact with their respective environment". ESE is how much a person trusts that he or she is equipped for playing out the roles and actions of an entrepreneur (McGee et al.2009).

The summary of the major findings from the literature regarding the influence of ESE on EI are presented in Table 2.5

Table 2.5: Role of ESE on EI

Author	Description
Nowiński and Haddoud (2019).	Interplay of attitude towards entrepreneurship, ESE and inspiring role model are the key to promote the EI.
Hussain (2018)	ESE mediates the relationship between Proactive personality and EI of female university students.
Solesvik (2017)	Effect of self-efficacy on EI is mediated by personal initiative.
Pfeifer et al. (2016)	Confirmed the role of ESE and entrepreneurial identity in predicting the EI.

Source: Secondary Data

The research conducted by Nowiński and Haddoud (2019) revealed that the variables such as ESE, attitude towards entrepreneurship and role model influence are key to explain the EI of an individual. Their interplay or combined effect and the effect when they are combined with other antecedents of EI are more prominent than their individual effects on EI.

Hussain (2018) conducted research on female university students of Pakistan to identify the role of university support and personality factors in determining the EI of female students. The analysis of data collected from samples reveals that ESE and Proactive personality are crucial in determining the EI of female students. ESE is found to mediate the relationship between EI and proactive personality in females.

Solesvik (2017) tested the effect of ESE on EI using a sample of 429 university students. The results show that the effect of self-efficacy on EI is fully mediated by personal initiative. Dehghanpour Farashah (2011) also concluded that ESE affects EI positively.

In the words of Amanda Bullough et.al (2014) “those who possess a high sense of ESE as well as resilient abilities are better able to adopt strategies and courses of action designed to change hazardous situations (such as poverty and lack of work at the time of war) into more benign ones (realizing opportunities for entrepreneurship)”.

Chatterjee and Das (2015) suggested that “Self-efficacy is one’s own belief to handle any event of life and execute any activity with self-confidence. Thus, higher is the degree of self-efficacy higher is entrepreneurship performance and greater is the success achieved. It fosters a sense of confidence within the entrepreneurs”.

Self-Efficacy is found to affect Entrepreneurial Intentions (EI) positively (Krueger et al. 2000). Franke and Lutjhe (2004), conducted a study to investigate the EI of college students and found that there exists a positive correlation between how the students perceive their enablers and obstacles in the way of setting up new venture. Researchers argue that EI can be well predicted by understanding the ESE of an individual (Baughn et al. 2006; Krueger et al.2000; Peterman and Kennedy 2003; Segal et al. 2002, 2005).

Many researchers have found Self Efficacy, especially Entrepreneurial Self Efficacy(McGee et al. 2009), as an important antecedent to Entrepreneurial Intention (Chen et al. 1988; Boyd and Vozikis 1994; Zhao et al. 2005;Barbosa et al. 2007; Markman et al. 2005; Wilson et al. 2007; Townsend et al. 2010).Chen et al. (1988) found ESE as a crucial factor which distinguishes entrepreneurs from others. Nascent Entrepreneurs who exhibit strong ESE are found to be well adjusted with uncertainties and difficult situations in their process of firm creation (Hechavarria,et al (2012). Wilson et al. (2007) found that student’s EI could be increased by improving his ESE. ESE is influenced by individual and environmental factors and it takes a lot of time to develop it (Cox et al.2003).

Entrepreneurship is considered as an intentional career choice where ESE is found to be a crucial antecedent of EI (Chen et al. 1998). ESE could well predict the personal effectiveness and perseverance in ambiguous situations and thus can be related to a person's pursuit of entrepreneurial activity (Markman et al. 2002). Bandura (1986, 1997) argues that we can predict career intention by analyzing one's perceived self-efficacy. He also argues that self-efficacy and EI show much better correlation than other predictor of EI like locus of control. McGee et al. (2009) found that ESE is a strong indicator of EI (McGee et al 2009). All these findings suggest that ESE is the strongest determinant of EI.

Schenkel et al. (2014), conducted research on university students to address the issue of how to furnish the students with the outlook to attempt entrepreneurial undertakings. It explored the relationship between entrepreneurial self-efficacy and entrepreneurial intent. The data was collected from the students of two undergraduate entrepreneurship courses at Midwestern university in the United States. The researchers take one class as the focus group and provide them with live case studies and other as control group where traditional printed case studies are used as their reference material for developing the business model. Their study results reiterate the previous research confirming the role of ESE on Entrepreneurial intent. Their study results reveal that entrepreneurial self- efficacy keeps up a vital positive association with entrepreneurial intent as the students take up entrepreneurship courses.

Krekar and Coric (2013) conducted research on 169 final year students of entrepreneurial economics. Their level of ESE was tested in two measurement points one during their studies and other 1.5 years after their study, the study results show that the ESE changes over time and with new experiences. The researchers conclude that ESE is a single and most significant predictor of ESE and is dynamic in nature.

The positive influence of ESE on entrepreneurial intention is well defined in adverse conditions also. The same is manifested in the study results of Bullough et al. (2011). The researchers found that entrepreneurs inculcated entrepreneurial intention in adverse conditions such as war if they have faith in their own entrepreneurial capabilities ie, Entrepreneurial Self Efficacy. The researchers collected data in two phases from an adult population of age between 18 to 50. The phase 1 involves 163 working professionals in Kabul and the phase two involves 109 individuals from different communities. The researchers found that Notwithstanding when looked with an adverse circumstance, such that of the war hit Afghanistan over many years, a few people were found to seek new business openings since they had a solid confidence in their aptitudes and capacities that empowers them to beat environmental affliction. The individuals who had more elevated amounts of self-efficacy were better ready to adapt to such risks which additionally reinforces the positive outcomes of ESE on entrepreneurial choices.

Rauch and Freses (2007) found that generalized self-efficacy of an entrepreneur and his tolerance to stress level are positively correlated with new business creation. Many researchers also argue that ESE is an important antecedent of EI (Jung et al. 2001; Sequeira et al. 2007)

Krueger and Dickson (1994) suggested that an individual's perception of his skills and abilities is more significant than the skills itself. If an individual perceives that he has the ability to start a new venture it is more likely that he would start it irrespective of not possessing the required skills

Chen et al. (1988) conducted research to predict the role of Entrepreneurial Self Efficacy on an individual's probability of being an entrepreneur. The study results illustrate the potential of the ESE as a specific attribute of the entrepreneur. The results of the study revealed that ESE was positively related to the student's intention to set up their own organization. The entrepreneurship students were found to have higher self-efficacy than the students of psychology and management. The ESE of small business founders was

higher than the non-founders. From these study outcomes, the researchers have drawn some essential ramifications on Entrepreneurship. First, ESE can be utilized to distinguish reasons behind entrepreneurial shirking. There are many people, who evade entrepreneurial activities not because they lack the specific skills but they think they do. Focusing on their endeavors towards upgrading ESE could be beneficial to identify the reasons behind this avoidance. ESE can also be utilized to identify the territories of strength and weakness to analyze the entrepreneurial capability of both an individual and a community. Once the entrepreneurial potential is distinguished, resources can be diverted and all the more viably used to advance entrepreneurship. Identification of self-doubt and its removal will empower the entrepreneur to be effectively occupied with entrepreneurial assignments and became sure about addressing difficulties.

The following Hypotheses have been generated based on the literature

H5: Entrepreneurial Self Efficacy has an influence on Entrepreneurial Intention

H6: ESE mediates the relationship between Attitude and EI

H7: ESE mediates the relationship between External Factors and EI

H8: ESE mediates the relationship between Personality Factors and EI

2.9 Conceptualization

The theoretical definitions of the constructs are listed below

- **Entrepreneurial Intention:** PiotrTomski. (2014). “Entrepreneurial intentions (EI) that direct attention, experience and activities towards business concepts, create the form and direction of organizations at their inception stage. Future organizational outcome such as survival, development and growth are based on this intention.
- **Entrepreneurial Self Efficacy:** Self-efficacy alludes to the faith in one's abilities to organize and execute the activities required to manage prospective circumstances (Bandura 1978). ESE is how much a person trusts that he or she is equipped for playing out the roles and actions of an entrepreneur (McGee et al.2009).

- **Attitude towards Setting up new business:** Attitude can be defined as one's own evaluation (either positive or negative) of performing specific behaviour (Astuti and Martdianty 2012).
- **Attitude towards risk taking:** Risk taking attitude of an individual reflects the attitude of an individual either to endure risk or to avoid it (Sitkin and Pablo 1992). Shane (2003) observes risk taking propensity as a measurement of how an individual indulges in risky activities.
- **Social subjective norms:** The Subjective Norms refer to the perception of an individual on the social pressure to perform a certain behaviour or not performing it (Fishbein and Ajzein 1975). It refers to how the individual perceives the level of approval or disapproval from the part of his parents, close friends or significant others on setting up one's own business.
- **Entrepreneurial education:** Entrepreneurship education programme (EEP) is defined: "... as any pedagogical programme or process of education for entrepreneurial attitudes and skills, which involves developing certain personal qualities. It is therefore not exclusively focused on the immediate creation of new businesses." (Fayolle et al. 2006) . Entrepreneurial education has positive impact on Entrepreneurial Intention by enhancing one's knowledge on entrepreneurship (Hejazinia 2015).
- **Social Networking:** Entrepreneurs are bound by social context which can influence their entrepreneurial decisions and help in formulating their business plans (Jack and Anderson 2002; Davidsson and Honig 2003). The social network of an entrepreneur may include formal as well as social relationships like family, friends and acquaintances (Evald et al. 2006). These relationships are important as they can supplement the crucial resources which an entrepreneur is possessing (Jenssen and Koenig 2002; Greve and Salaff 2003).
- **Big Five Personality Traits**
Barrick and Mount ,1991 explained the basic traits associated with all the five dimensions of the Big five personality. These are

Extraversion: Being talkative, assertive, active, gregarious and sociable

Neuroticism: anger, depression, embarrassment, anxious, insecure and worried

Agreeableness: Softhearted, good natured, tolerant, flexible, trusting, courteous and cooperative

Conscientiousness: responsible, organized, thorough and careful

Openness: curious, original, imaginative, intelligent, cultured, broad minded, and artistically sensitive

The operational definitions are given below

- **Entrepreneurial Self efficacy:** It is the perception of an individual towards his own ability to start and run a business successfully. It involves a person's perception on his own confidence level to deal with business problems and risks that may arise in his entrepreneurial career.
- **Entrepreneurial Intention:** It is the inclination of a person to choose entrepreneurship as his career option. He is determined to create and run a firm in future and make every effort to achieve his goal.
- **Attitude towards Setting up new business:** It is an individual's perception towards the process and outcome of venture creation. This may include his perception towards how attractive or advantageous to start a new firm rather than opting other career options
- **Attitude towards risk taking:** Perception towards handling an ambiguous situation. It is a person's choice of accepting or avoiding such situations.
- **Social Subjective Norms:** An individual's perception on the society, (especially the social environment close to him family, friends, colleagues) agrees or disagrees to his decision to venture out.
- **Entrepreneurial Education:** It is a pedagogical programme which can evoke knowledge, skills and attitude needed to create and run a business
- **Social Networking:** This includes the social contacts of an entrepreneur which can assist him in building his business or can help him at time of business difficulties.

- **Big Five Personality Traits**

Extraversion: It can be described as the nature of a person to mingle with others in the society especially with in his business environment. He loves to communicate with others and is outgoing.

Neuroticism: A neurotic person can be defined as a person who worries a lot and get nervous easily.

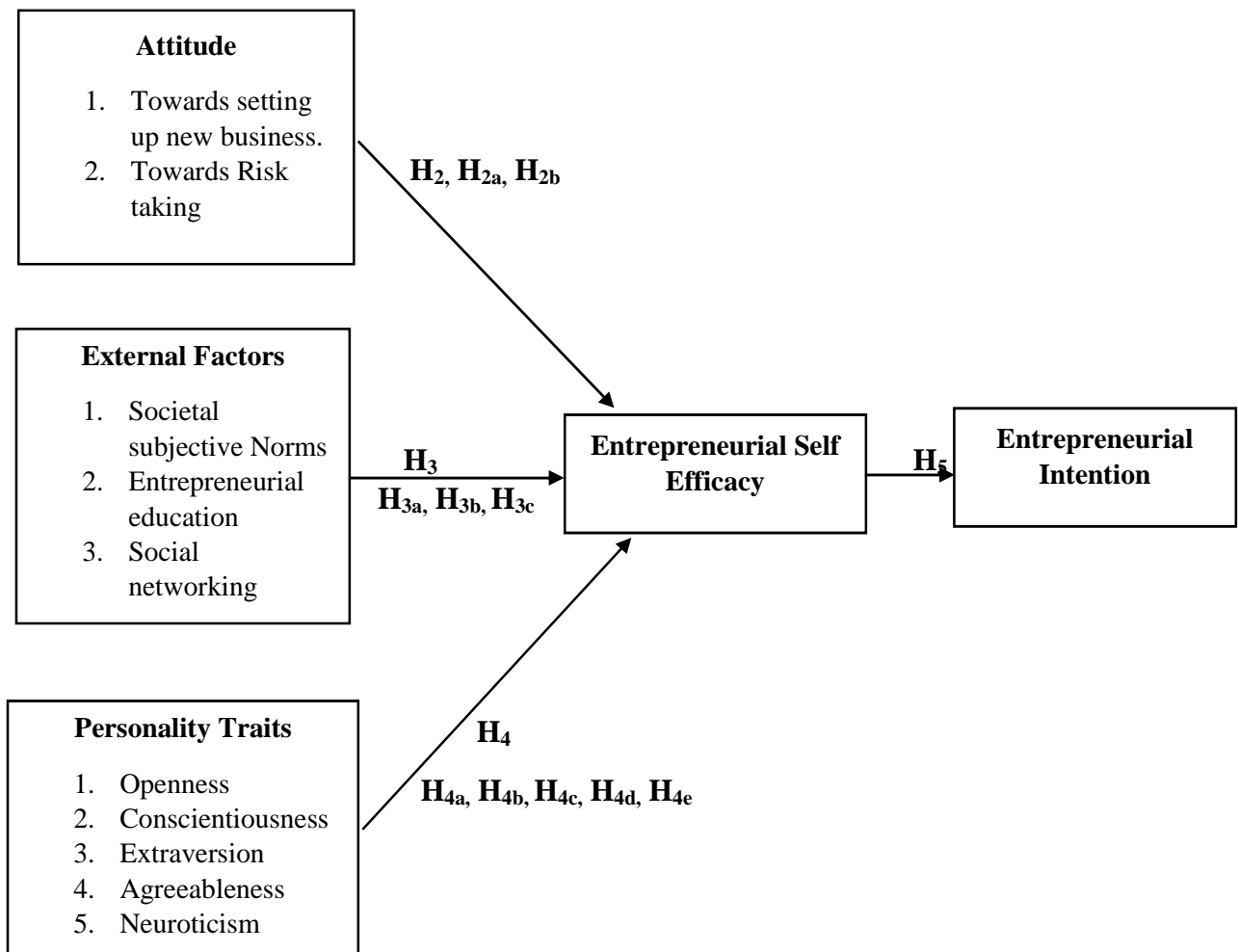
Agreeableness: It is the ability a person to adjust and cooperate with others. A person who score high on agreeableness always shows consideration towards others and has a forgiving nature.

Conscientiousness: It is the willingness of a person to take up difficult jobs or business challenges and work hard to accomplish his goals.

Openness: It is the ability of a person to come up with new business ideas and the willingness to experiment new things.

2.10 Conceptual Framework

The conceptual framework developed based on the literature is presented in the Figure 2.1



Source: Literature Review

Figure2.1: Conceptual Framework

2.11 Research Gap addressed by the study

Even though many researchers have explored the phenomenon of Entrepreneurial Intention (EI) so far, very few studies were conducted to explain this in the context of Nascent Entrepreneurs. Most of the researchers have conducted EI studies on university students and these studies could not take into consideration the fact that the professional training or entrepreneurial attempts can change an individual's perception of entrepreneurship (Yurtkoru et al. 2014). Hechavarria et al (2012) also identified that it would be beneficial

to use nascent entrepreneurs for entrepreneurship research. Fayolle and Liñán (2014) consider EI as consolidated area within the realm of entrepreneurship which requires further research. Argosy et al (2015) suggest that entrepreneurial intention should be further researched with heterogeneous sample and should consider the role of potential factors like Entrepreneurial Self Efficacy and risk propensity on Entrepreneurial Intention.

Entrepreneurial self- efficacy (ESE) also remains as a subject to be researched further. Even if some researchers tried to explain the contributing factors of ESE and its effects on EI, there exists very less literature exploring the heterogeneous contextual and individual aspects of ESE. Kickul et al (2009) suggest that future studies need to be conducted for confirming the relationship between ESE and EI and also the influencing factors of ESE such as family background, industry experience etc. In his future research model Phipps and Prieto (2015), suggests that more researches should be conducted on the effect of self -efficacy on entrepreneurial intention and how entrepreneurial education contributes to entrepreneurial self -efficacy.

Review of literature also reveals that most of the studies on Nascent Entrepreneurs had been taken up in the West, and in the Indian context it is very few. To the best of this researcher's knowledge the EI and ESE are not explored in the context of the coir sector till now. This study intends to enrich the existing entrepreneurial literature by exploring the antecedents of EI in the Coir Sector.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Chapter Overview

This chapter explains the research design of the study. The research Approach, methods of data collection, tool development, measurement and validation of data and sampling design are explained in this chapter. The results of the pilot study, and statistical tools for data analysis are also presented.

3.2 Research Frame work

The hypothesized relationships established in chapter 2 are enlisted below

The following hypotheses have been generated based on literature.

H1a₁: There is a significant difference in the EI based on gender.

H1a₂: There is a significant difference in the ESE based on gender.

H1b₁: There is a significant difference in the EI based on age groups.

H1b₂: There is a significant difference in the ESE based on age groups.

H1c₁: There is a significant difference in the EI based on Educational background.

H1c₂: There is a significant difference in the ESE based on Educational background.

H1d₁: There is a significant difference in the EI based on marital status.

H1d₂: There is a significant difference in the ESE based on marital status.

H1e₁: There is a significant difference in the EI based on the Employment status of the spouse/Parent.

H1e₂: There is a significant difference in the ESE based on Employment status of the spouse/Parent.

H1f₁: There is a significant difference in the EI based on work experience in the relevant industry.

H1f₂: There is a significant difference in the ESE based on work experience in the relevant industry.

H1g₁: There is a significant difference in the EI based on presence of Role model.

H1g2: There is a significant difference in the EI based on presence of Role model.

H1h1: There is a significant difference in the EI based on the annual income of the family.

H1h2: There is a significant difference in the ESE based on the annual income of the family.

H2: Attitude of the NE has an influence on the ESE.

H2a: Attitude towards setting up a new business has an influence on the ESE.

H2b: Attitude towards risk taking has an influence on the ESE.

H3: Environmental factors have an influence on the ESE.

H3a: Societal subjective norms have an influence on the ESE.

H3b: Entrepreneurial Education has an influence on the ESE.

H3c: Social Networking has an influence on the ESE.

3.3 The Research Approach

The Research Approach used for the study is descriptive in nature. Descriptive Research aims to describe the population with respect to certain variables. It describes the specific characteristics of a group and determines the relationship among the variables.

Here descriptive approach is used to explain the antecedents of ESE and to analyze the relationship of independent variables with the dependent one and to explain how the attitude, personality trait and environmental factors influence the ESE and the Entrepreneurial intention of an NE.

3.4 Inductive and Deductive Reasoning

The study uses both deductive and inductive Reasoning. The conceptual frame work is deduced from the survey of existing literature on entrepreneurship. Once it is deduced, an empirical study is conducted to test the framework using data collected through survey method. This forms the inductive part of the research. The study involves quantitative and qualitative methods to collect the data. The quantitative technique involves collection of data using a structured questionnaire. In order to get insights into the coir industry the

researcher visited coir establishment and this field observation forms the qualitative part of the study.

3.5 Method of Data Collection

Data for this study was collected from both primary and secondary sources. The Secondary data has been collected from MSME annual report, GEM report, Coir Board Annual Report and other data bases of Coir Board.

Primary Data was collected from the participants of Entrepreneurship Development Programme in coir sector using a structured questionnaire.

3.6 Development of Tool for Data Collection

The variables used for this study are listed below

- Attitude towards setting up new business
- Attitude towards risk taking
- Societal subjective norms
- Entrepreneurial Education
- Social networking
- Openness
- Conscientiousness
- Extraversion
- Agreeableness
- Neuroticism
- Entrepreneurial Self Efficacy
- Entrepreneurial Intention

3.6.1 Measurement Scales and instrument development

A seven-point semantic differential scale is employed in the data gathering process (1 being total disagreement to 7 total agreements). Measurement items were all adopted ones.

“Attitude towards setting up new business” and Social subjective norms were measured using a scale adapted from Buli and Yesuf (2015).

Social Networking, Risk taking Propensity and Entrepreneurial Self Efficacy were measured using a scale Used by wang et al. (2010), whose Measurement items were adopted from, or based on, the entrepreneurial survey formulated by Dr. Paul Reynolds for the Panel Studies of Entrepreneurial Dynamics (Reynolds and Curtin 2010).

Entrepreneurial Intention and Entrepreneurial Education were measured using an Entrepreneurial Intention Questionnaire (EIQ) adapted from Liñán et al. (2011). The detailed process of construction and validation of the Entrepreneurial Intention Questionnaire (EIQ) used by Liñán et al. (2011) has been explained by Liñán and Chen (2009).

The Big Five Personality Traits were measured using a scale used by Marco Caliendo et al. (2013) which has been adopted from the Socio-Economic panel (SOEP) survey conducted from 2000 to 2009.

The Part A of the questionnaire was designed to collect the demographic profile of the respondents. Dichotomous and categorical scales were used to collect data.

3.7 Validation of the Tool for Data Collection

The content of the questionnaire was validated by the experts from the industry as well as from the academia. Five experts from the industry including entrepreneurs and officials working in the coir sector were given a copy of the questionnaire. The questionnaire was also validated by three senior professors from academia.

3.8 Sample Design

The sample population is nascent entrepreneurs of Coir industry in Kerala. The sampling frame consists of the trainees who attended the EDP in coir sector at different centres of the state. Random sampling technique is adopted as it is the simplest and easy to administer. Simple random sampling provides an equal chance for every unit to get selected.

3.8.1 Sample selection criteria

The trainees should attend the EDP in coir sector and should be in the process of setting up new business.

3.8.2 Sample Size

Sample size was calculated using Cochran's formula (Cochran 1977). As the population is finite sample size was worked out using Cochran's formula for finite population.

The Sample Size Calculator Formula:

$$ss = Z^2 \times P \times (1 - P) / C^2$$

Where:

Z: Z value (1.96 for 95% confidence level, 2.58 for 99%)

P: Choice percentage (0 - 100)

C: Confidence Interval (0 - 100)

As the population is finite, the sample size is calculated as

$$\text{Sample Size} = ss / (1 + (ss - 1)/\text{population})$$

$$N = 1217$$

$$\begin{aligned} \text{Sample size} &= 1.96 * 1.96 * .5 * (1-.5) / (.4 * .4) \\ &= 600.25 / (1+599.25) / 1217 = 402 \end{aligned}$$

3.9 Data Collection

Nascent Entrepreneurs were identified from the participants of various training programmes (Sequeira et al. 2007). For this study the nascent entrepreneurs were identified from the people who attended the Entrepreneurship Development Programme in the coir sector.

The primary data is collected using a structured questionnaire. Appendix 1 provides the Survey Questionnaire. The questionnaires were distributed to the nascent coir industry entrepreneurs of Kerala and the majority were from the districts of Alappuzha, Kottayam, Kollam and Trivandrum.

520 questionnaires were distributed among the 1217 participants who have received training on entrepreneurship. Among these the incomplete and delayed responses were omitted and the desired sample size of 402 was reached. While administering the survey the significance of the survey was passed on forthright, and the respondents were requested to provide unbiased answer to every question asked during the survey. They were also requested to pay enough attention to each question to mark their response flawless. Privacy was ensured, as most of the respondents prefer to be anonymous.

A probability sampling technique has been adopted for this study in which systematic random sampling method has been used to reduce the sampling bias. The sampling population covers all the nascent entrepreneurs who intend to start a venture in coir Industry.

3.10 Editing and Coding

Once the data collection is over, the data is entered on a spread sheet. Each of the items in the questionnaire has been given a unique code and responses are marked under each code. Appendix 2 provides the details on item – to - question coding used in the Analysis of the research process. The denotations used to represent the constructs are presented in Table:3.1

Table: 3.1 Denotation of the constructs

<i>Construct</i>	<i>Denotation</i>
Entrepreneurial Self efficacy	Ense
Entrepreneurial Intention	Entin
Towards setting up new business	Atnb
Towards risk taking	Atrt
societal subjective norms	Soscn
Entrepreneurial Education	Entn
Social networking	Socin
Openness	Open
Conscientiousness	Cons
Extraversion	Extrn
Agreeableness	Agrb
Neuroticism	Neur

Source: literature review

3.11 Pre-Testing the Questionnaire

The questionnaire was pre tested by conducting a pilot study. For the pilot study 160 among the sampling population has been surveyed. The main objective of the pilot study was to ensure the validity of the contents and its reliability.

The initial level reliability of the constructs was analyzed using Cronbach's alpha. The reliability measures were represented using tables 3.2 to 3.6.

3.11.1 Reliability Measurement

The reliability of the questionnaire is measured using Cronbach's alpha. The factors, Cronbach's Alpha and the number of items of each construct are presented using table 3.2 to 3.6

Table 3.2: Reliability measurement of Attitude

Factors	Cronbach's Alpha	No. of Items
Attitude towards setting up new business	0.845	5
Attitude towards risk taking	0.716	3

Source: Survey Data

Table 3.3: Reliability measurement of External Factors

Factors	Cronbach's Alpha	No. of Items
Societal subjective norms	0.731	3
Entrepreneurial Education	0.715	5
Social networking	0.79	3

Source: Survey Data

Table 3.4: Reliability measurement of Personality Traits

Factors	Cronbach's Alpha	No. of Items
Openness	0.727	3
Conscientiousness	0.722	3
Extraversion	0.721	3
Agreeableness	0.717	3
Neuroticism	0.851	3

Source: Survey Data

Table 3.5: Reliability measurement of Entrepreneurial Self Efficacy

Factors	Cronbach's Alpha	No. Of Items
Entrepreneurial Self efficacy	0.872	4

Source: Survey Data

Table 3.6 Reliability measurement of Entrepreneurial Intention

Factors	Cronbach's Alpha	No. Of Items
Entrepreneurial Intention	0.781	6

Source: Survey Data

It can be seen from the above tables that all the Cronbach's alpha values are above the cut off value of 0.70 as suggested by Nunnally (1978). Hence the reliability of the data is ensured.

3.12 Validity

Validity is defined as the extent to which any measuring instrument measures what it is intended to measure (Carmines and Zeller 1979).

3.12.1 Content validity

The Questionnaire has been validated by experts from Industry and academics

3.12.2 Construct Validity

Construct validity addresses the question of what construct or characteristic the scale is measuring. It is the extent to which a set of measured items actually reflects the theoretical latent construct, which those items are designed to measure (Hair et al. 2006). Construct validity includes convergent, discriminant and nomological validity.

3.12.3 Convergent validity

Convergent validity is the extent to which the scale correlates positively with other measures of the same construct. It assesses the degree to which two measures of the same concept are correlated. (Hair et al. 2006). Three measures are used for measuring convergent validity: factor loadings, Average variance Extracted (AVE) and construct reliability. AVE is the average amount of variance in indicator variables that a construct is managed to explain. To have sufficient convergent validity, the standardized factor loadings are to be at least greater than 0.5 and ideally greater than 0.7.

The average variance extracted (AVE) should be estimated for each latent construct in the model and its value should exceed 0.5 for each latent construct, in order to have sufficient convergent validity (Fornell and Lacker ,1981). AVE is calculated as the sum of the squared standardized factor loadings divided by the number of items, for each latent variable.

Table 3.7: Average Variance Extracted (AVE)

	Attitude	External Factors	Personality traits	ESE	EI
Composite reliability	0.911	0.905	0.827	0.914	0.849
Cronbach's alpha	0.884	0.884	0.712	0.874	0.785
AVE	0.572	.512	0.515	0.726	0.516

Source: Survey Data

The AVE values are given in Table 3.7. All the AVE values are found to be greater than 0.5 and so the tools are said to satisfy convergent validity.

3.13 Statistical Tools for Analysis

The data was analyzed using SPSS and Warp PLS software. Descriptive statistics, T test and ANOVA were carried out using SPSS software. Further testing of the proposed relationship was done using Structural Equation Modelling (SEM) using Warp PLS software.

The quantitative analysis was initiated with the secondary data analysis to find out the current status of the coir industry with respect to number of establishments, production and consumption status, price, employment generation status, training and development status, entrepreneurship, domestic market analysis and export market analysis. This was followed by the respondent profile analysis and then eventually moved for testing the conceptual model.

3.13.1 T- test

Independent sample T- test is used when we want to identify the difference in the means of two independent groups. Here the researcher used T- test to identify the difference in the EI as well as ESE levels of the respondents based on the gender, marital status and presence of role model

3.13.2 ANOVA

As the T distribution is useful only to compare the means of two independent groups, ANOVA or Analysis of variance can compare the means of more than two samples. The concept was developed by R A Fisher. ANOVA tests the null hypothesis and alternate hypothesis by analyzing the variance. ANOVA tests the variation within the subgroups of samples as well as between the subgroups. The variations are again tested for their significance using F test or variance Ratio Test.

3.13.3 Regression

The relationship between the independent and dependent variable is calculated using regression analysis, where the analysis is done through analyzing the correlation between the variables.

3.13.4 Structural Equation Modelling (SEM) using PLS

- Partial Least Square model (PLS) is a variance based SEM. PLS model which “focuses on maximizing the variance of the dependent variables explained by the independent ones instead of reproducing the empirical covariance matrix” (Haenlein and Kaplan 2004).

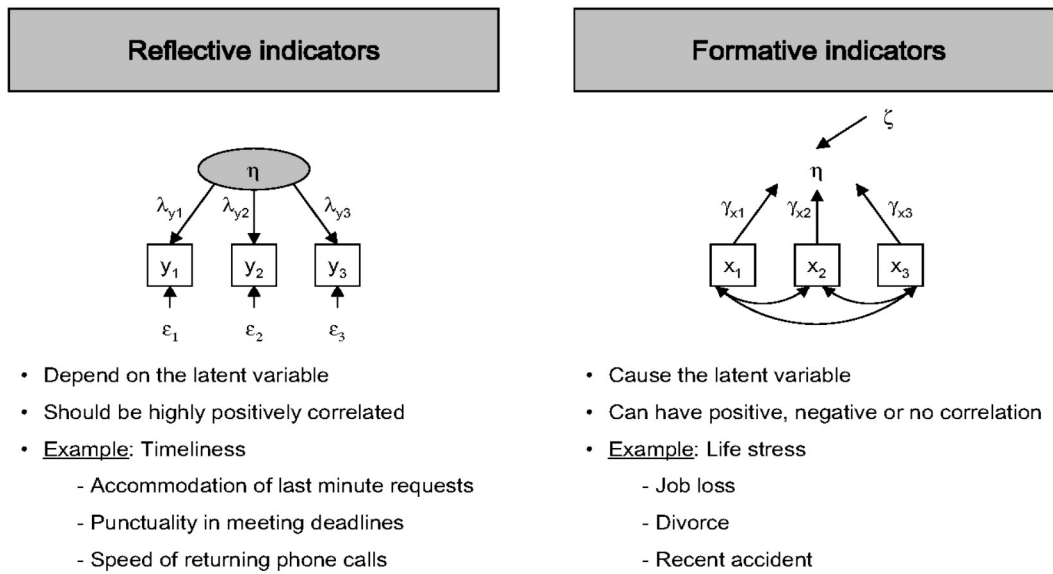
PLS SEM consists of

- a structural component which tells the relationship between the latent variables
- Measurement component which reflects how they are related and
- a weight relation which reveals the case value for the latent variables. (Chin and Newsted 1999).

As compared to regression techniques PLS SEM has many advantages such as

- It analyses modelling of relationship among multiple dependent and independent variables simultaneously.
- It can be applied for small sample size.
- It can also construct the unobservable variable which the items measured and also enable the researcher to model the measurement errors in the case of observed variables and it also has the advantage that it works well without any distributional assumptions and works with the three levels of measurement scales such as nominal, ordinal, and interval (Haenlein and Kaplan 2004).
- PLS is preferred in situations where the constructs are measured mainly through formative indicators as it is common in cases of managerial research (Haenlein and Kaplan 2004).

The difference between formative and reflective indicators are presented below in the Fig 3.1



Source: (Haenlein & Kaplan, 2004).

Figure 3.1: Reflective versus formative indicators.

PLS SEM can also deal with skewed data .to perform the Structural modelling (Afthanorhan, 2013; Henseler et al. 2009), and thus item level normality tests were omitted by the researcher.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Chapter Overview

This chapter presents the analysis of the data collected for the research. The chapter is divided into three. The first part analyses the present status of coir industry in the country. The analysis has been done based on the secondary data which includes annual reports of coir board and MSME, other coir board publications and Economic reviews. Analysis has been done based on the parameters such as number of establishments, production and consumption status, price, employment generation status, training and development status and entrepreneurship, domestic market analysis and export market analysis. The results are presented using Bar charts, Pie charts, Frequency tables and percentage. The second part analyzes the demographic profile of the respondents. The demographic factors and their relationship with dependent variables are analyzed using ANOVA and independent T test. The third part analyzes the proposed relationship between the dependent and independent variables. Multiple regression analysis using SPSS and structural equation modeling using Warp PLS software has been done to test the relationship.

4.2 Coir Industry in India: Current Status

Even though India is a major producer and exporter of coir and coir products, the challenges still exist. Difficulties in procuring coconut husk, competition from synthetic products, increasing cost of production are a few among these. In the midst of these challenges, the “return to nature” motto of the recent times added an extra mileage to the coir industry (Economic Review 2017).

In this section of the thesis the current status of coir industry in the country is analyzed using the secondary data collected mainly from the Annual Reports of Coir Board, MSME and Economic reviews. The current status of number of establishments, Production and consumption analysis, Price variations, employment generation status, Training and development analysis, Domestic as well as export Market analysis are included.

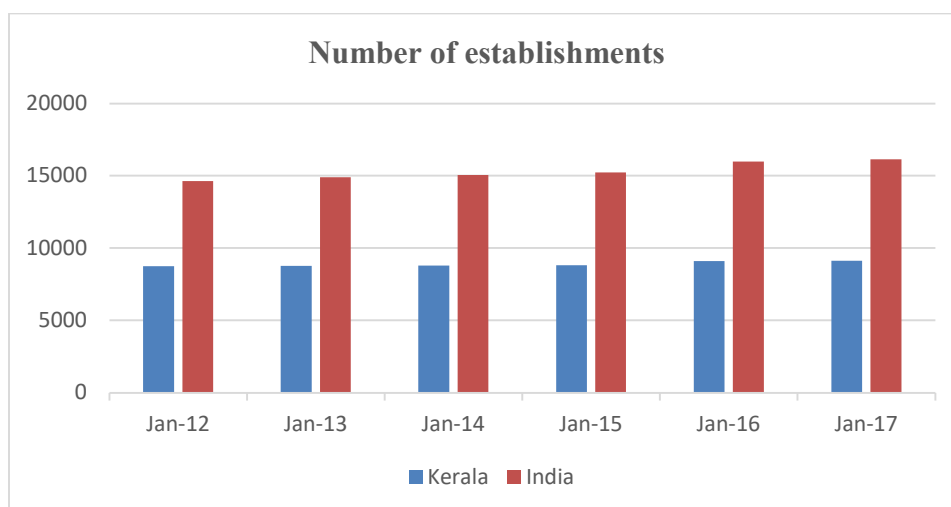
4.2.1 Number of establishments

According to the Coir Board statistics, the number of establishments in the coir sector has shown a gradual increase during the years 2012 to 2017 .In the case of Kerala , the number of establishments increased from 8744 to 9125 constitutes an increase of 4.36% where as in the case of India the number increased from 15976 to14637 contributing a hike of 10.28%.The number of coir establishments were illustrated using Table 4.1 and Figure 4.1

Table 4.1: Number of Establishments

Year	Kerala	India
Mar-12	8744	14637
Mar-13	8773	14885
Mar-14	8790	15060
Mar-15	8814	15235
Mar-16	9108	15976
Mar-17	9125	16142

Source Annual reports of Coir Board

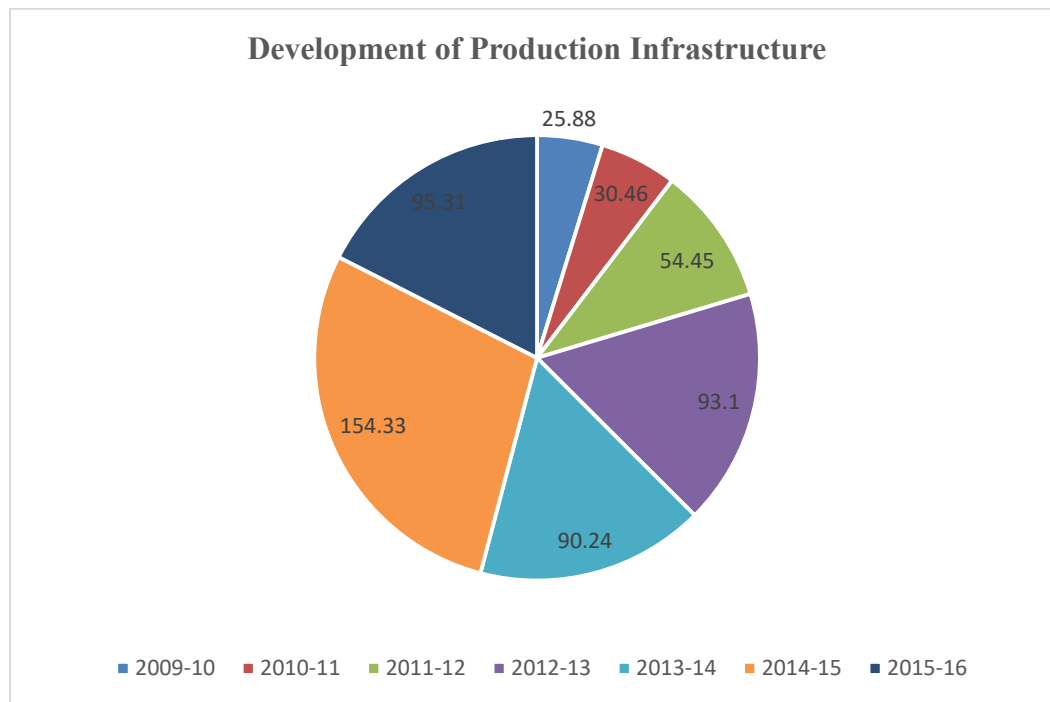


Source: Annual Reports of Coir Board

Figure 4.1: Number of establishments

4.2.2 Production and Consumption Analysis

Recognizing the market demand of coir products and the need to enhance the production of coir products, the government of India sanctioned considerable amount for the development of production infrastructure of coir products. The amount used (in lakhs) for the development of production Infrastructure during 2009-10 to 2015-16 is illustrated using the Figure 4.2.



Source Annual reports of Coir Board

Figure 4.2: Amount used in the budget for Development of Production Infrastructure

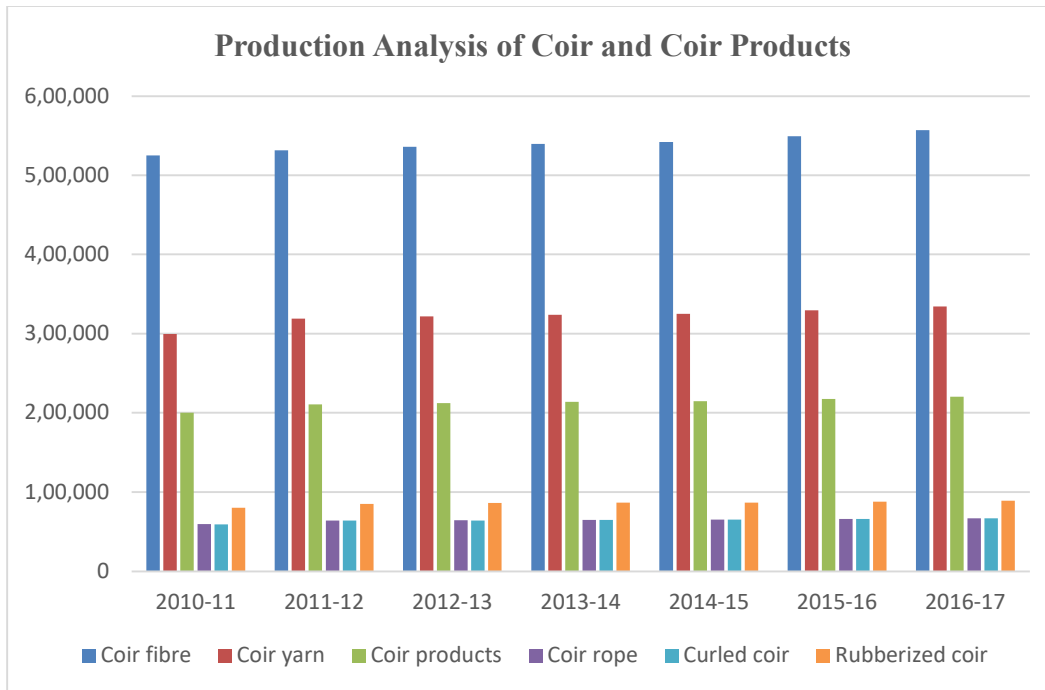
From the figure 4.2 it is evident that the maximum amount utilized for the development of infrastructure in the coir industry was in the year 2014-15.

Coir production in India has shown a gradual increase in the past years. An analysis of coir production and consumption details of coir products from 2010 to 2017 is shown using table 4.2 to 4.3 and figures 4.3 and 4.4.

Table: 4.2: Production Analysis of Coir and Coir Products (in Metric Ton)

Year	Coir fibre	Coir yarn	Coir products	Coir rope	Curled coir	Rubberized coir
2010-11	5,25,000	2,99,500	2,00,000	59,500	59,000	80,000
2011-12	5,31,500	3,18,900	2,10,474	63,780	63,780	85,040
2012-13	5,36,185	3,21,700	2,12,322	64,340	63,780	86,000
2013-14	539815	323900	213800	64780	64700	86370
2014-15	542000	325200	214600	65040	65040	86700
2015-16	549300	329600	217500	65920	65850	87900
2016-17	556900	334200	220500	66850	66800	89100

Source Annual reports of Coir Board



Source: Annual reports of Coir Board

Figure 4.3: Production Analysis of Coir and Coir Products (in Metric Ton)

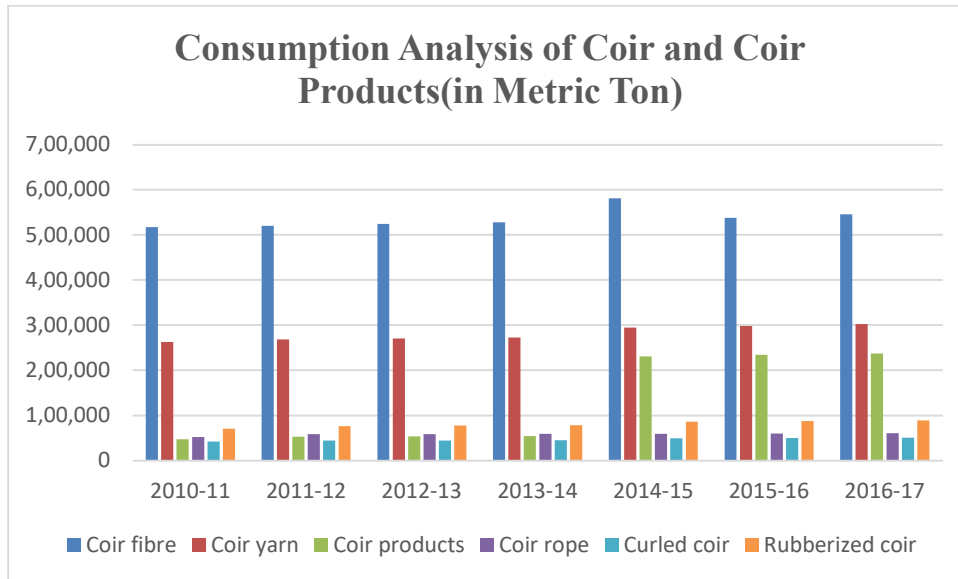
The production analysis of coir products from 2010 to 2017 reveals that Coir fibre production has increased to 6.08%, Coir yarn to 11.59%, Coir products to 10.25%, Coir rope to 12.35%, Curled coir to 13.22% and Rubberized coir to 11.38%.

Table: 4.3: Consumption Analysis of Coir and Coir Products (in Metric Ton)

Year	Coir fibre	Coir yarn	Coir products	Coir rope	Curled coir	Rubberized coir
2010-11	5,17,000	2,62,500	47,500	52,400	42,300	70,700
2011-12	5,20,000	2,68,500	53,200	58,200	44,400	76,350
2012-13	5,24,584	2,70,858	53,667	58,710	44,400	77,480
2013-14	5,28,135	2,72,710	54,138	59,224	44,823	78,626
2014-15	5,80,948	2,94,526	2,30,903	59,224	49,305	86,488
2015-16	538100	298500	234050	60025	49900	87700
2016-17	545550	302600	237300	60850	50600	88900

Source Annual reports of Coir Board

From the table 4.3, it is clear that the consumption of coir products has increased drastically during the years 2010 to 2017. This increase is maximum in the case of coir products (of 399.58%), Coir fibre consumption has increased to 5.52%, Coir yarn to 15.28%, Coir rope to 16.13%, Curled coir to 19.62 and Rubberized coir to 25.74%.



Source Annual reports of Coir Board

Figure 4.4: Consumption Analysis of Coir and Coir Products (in Metric Tons)

Even though the consumption has increased for the coir products in the country, the production and consumption analysis together in the past years disclosed the fact that the consumption rate of coir products are lower as compared to the production in the country. This is a clear indication for the need to find new markets of coir products in the country.

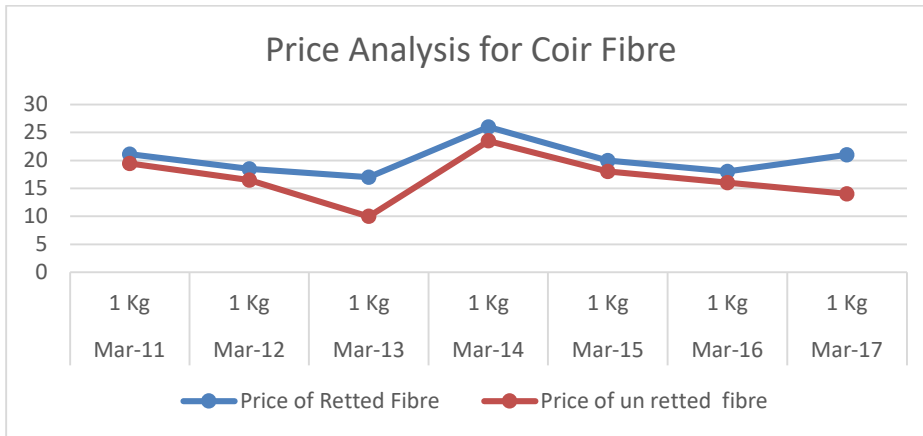
4.2.3 Price Analysis

Price is an important indication for the survival of coir industry. The analysis of price during the years 2011 to 2017 is indicated in the Table 4.4 and Figure 4.2.5

Table: 4.4: Price Analysis for Coir Fibre

Year	Quantity	Price of Retted Fibre (in Rs)	Price of un retted fibre (in Rs)
Mar-11	1 Kg	21.1	19.47
Mar-12	1 Kg	18.5	16.48
Mar-13	1 Kg	17	10
Mar-14	1 Kg	26	23.5
Mar-15	1 Kg	20	18
Mar-16	1 Kg	18	16
Mar-17	1 Kg	21	14

Source Annual reports of Coir Board



Source Annual reports of Coir Board

Figure 4.5: Price Analysis of Coir Fibre

Price of retted fibre has increased only 0.48% during the years under analysis and whereas the Price of un-retted fibre has decreased by -28.09%. Fluctuations in the coir price are a real challenge for the survival of the coir industry in the state.

4.2.4 Employment Generation and Social Empowerment

Coir Industry in India provides living to around 2 lakh families living in the coastal regions of Kerala. (Economic Review 2017)

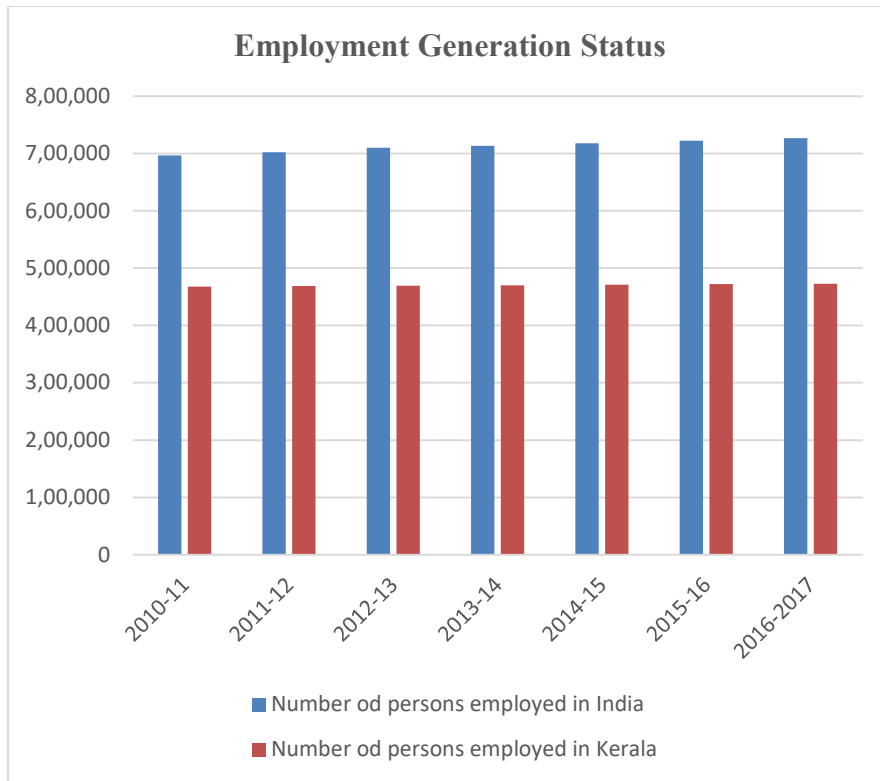
The employment generation status of coir industry in the country as well as the state is given in the Table 4.5 and Figure 4.6

Table: 4.5: Employment Generation Status

Year	Number of persons employed in India	Number of persons employed in Kerala
2010-11	6,96,690	4,67,900
2011-12	7,02,010	4,68,700
2012-13	7,09,820	4,69,615
2013-14	7,13,450	4,69,968
2014-15	7,17,761	4,70,788
2015-16	7,21,970	4,72,100
2016-17	7,26,749	4,72,961

Source: Annual reports of Coir Board

The number of people employed in the coir industry has increased during the years 2010 to 2017. The increase rate in Kerala is comparatively less as compared to the country as a whole. The increase rate is 4.31% when we take the country as a whole and 1.08% in the case of Kerala.



Source Annual reports of Coir Board

Figure 4.6: Employment Generation Status

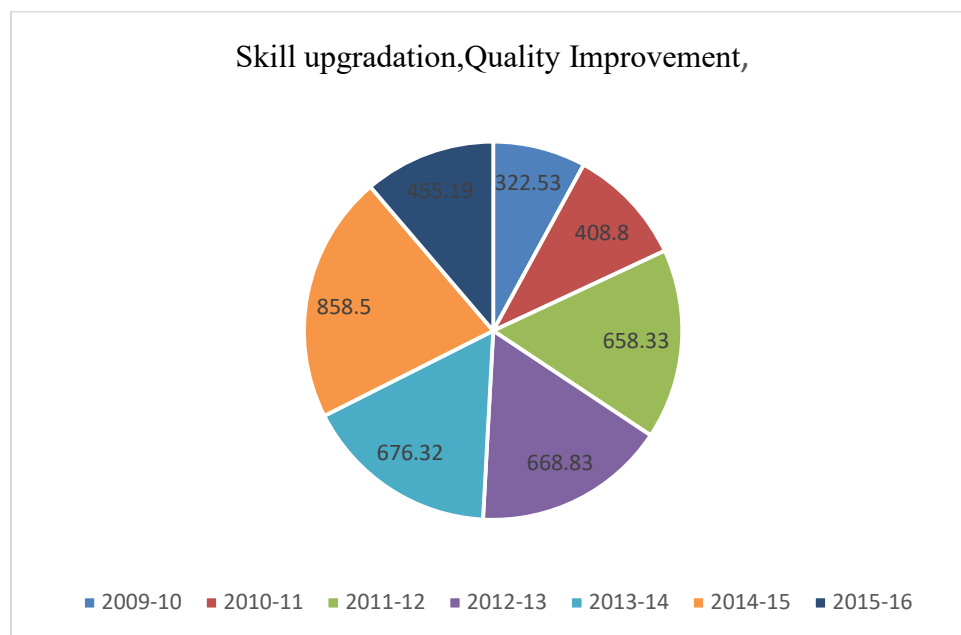
4.2.5 Training & development and Entrepreneurship

Talented labour base is the fundamental prerequisite for a labour intensive industry like coir industry. Identifying the need to make talented labour pool, the government has come up with numerous skills up-gradation schemes for artisans. The Table 4.4 and Figure 4.7 show the amount used in the budget for the skill up gradation during the years 2009-10 to 2016-17.

Table: 4.6: Amount used in budget for skill upgradation

Year	Skill up-gradation, Quality Improvement (amount in lakhs)
2009-10	322.53
2010-11	408.8
2011-12	658.33
2012-13	668.83
2013-14	676.32
2014-15	858.5
2015-16	455.19

Source: Annual reports of Coir Board



Source: Annual reports of Coir Board

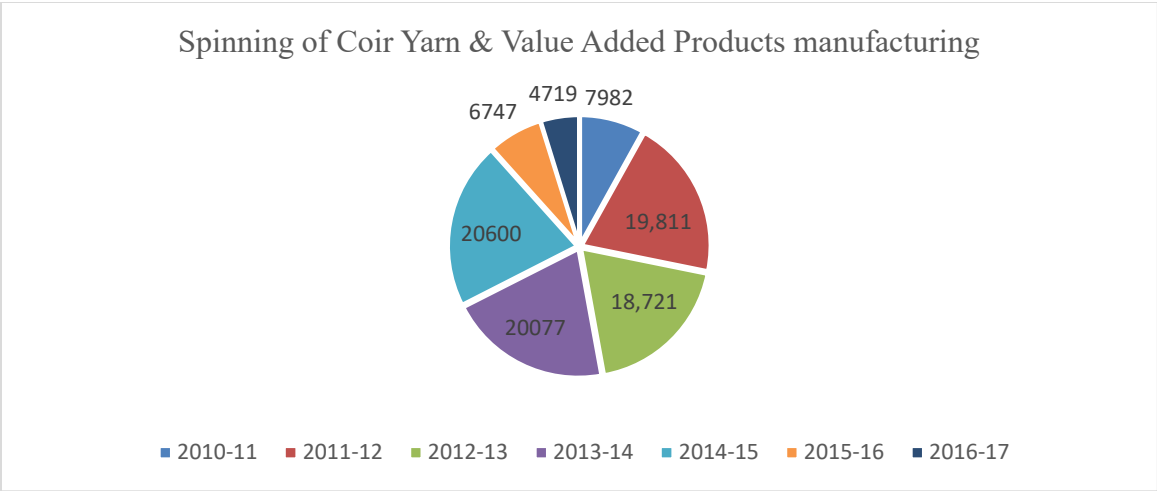
Figure 4.7: Amount used in budget for skill upgradation

Coir Board conducts training programmes for spinning of Coir Yarn & Value-Added Products manufacturing regularly through its various training centres. The number of persons who attended the training during the 2010-11 to 2016-17 is illustrated using Table4.7 and Figure 4.8

Table:4.7: Number of persons attended training on spinning of Coir Yarn & Value-Added Products manufacturing

Year	spinning of Coir Yarn & Value-Added Products manufacturing
2010-11	7982
2011-12	19,811
2012-13	18,721
2013-14	20077
2014-15	20600
2015-16	6747
2016-17	4719

Source Annual reports of Coir Boar



Source Annual reports of Coir Board

Figure 4.8: Number of participants who attended training on spinning of Coir Yarn & value-added Products manufacturing

From figure 4.8 it is evident that the maximum number of people attended the training was during 2014-15 whereas only 4719 attended the training during 2016-17.

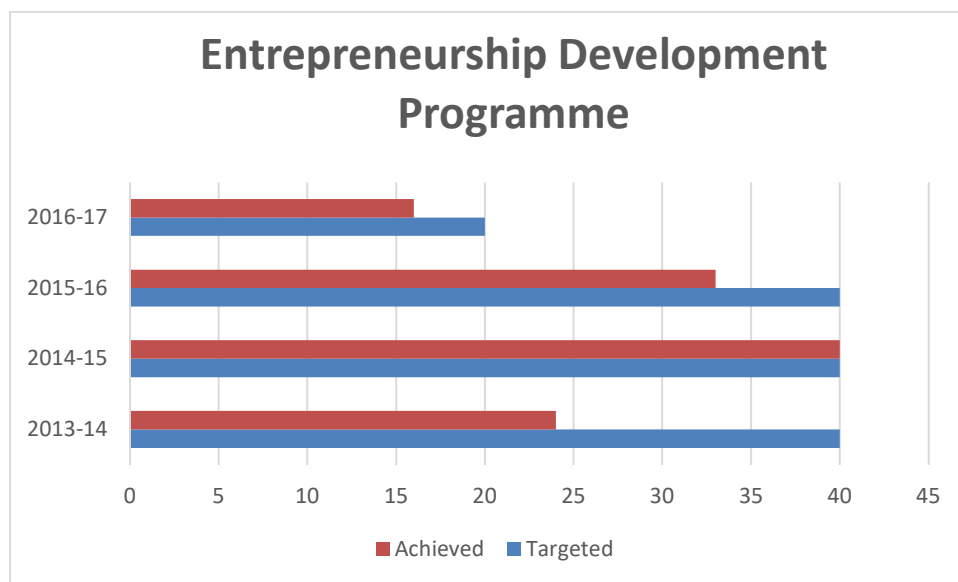
4.2.5.1 Entrepreneurship Development Programme

Coir Board conducts EDP regularly for attracting and mentoring the budding entrepreneurs in the coir sector. This is being done with the help of professional agencies which has got immense experience in this sector. The agency invites prospective entrepreneurs and conduct EDP by engaging resource persons as per the norms prescribed by the coir Board (Coir Board Annual Report 2016-17). An analysis of the number of EDPs conducted during 2013 to 2017 is given in Table 4.8 and Figure 4.9

Table:4.8: Entrepreneurship Development Programme

Year	No: of EDPs targeted	No: of EDPs conducted
2013-14	40	24
2014-15	40	40
2015-16	40	33
2016-17	20	16

Source;<http://coirboard.gov.in/>



Source: <http://coirboard.gov.in>

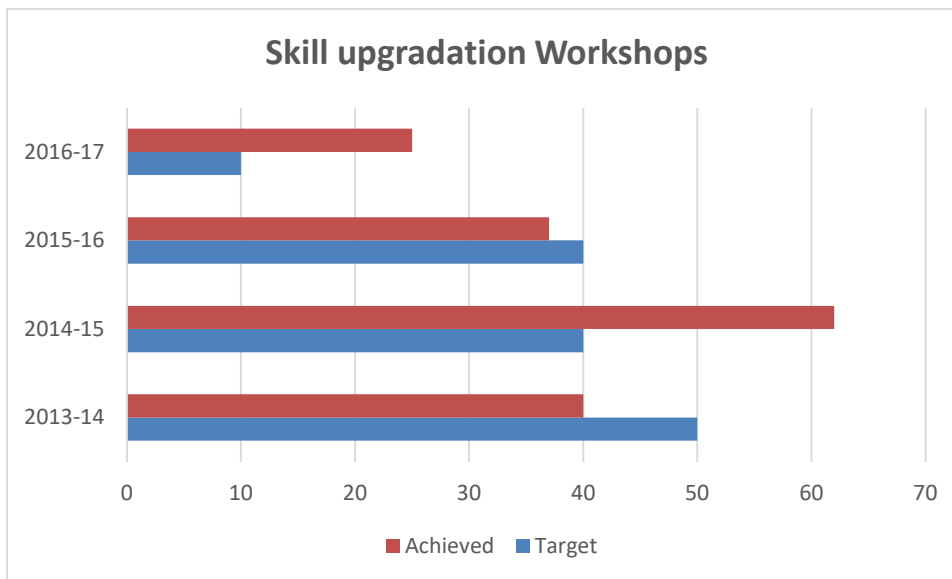
Figure 4.9: Entrepreneurship Development Programme

Workshops and seminars are other knowledge sharing platforms offered by coir board in association with skill up-gradation and entrepreneurship development. An analysis of the number of workshops conducted by the coir board during the year 2013 to 2017 is presented in Table 4.9 and Figure4.10

Table:4.9: Skill upgradation Workshops

Year	Target	Achieved
2013-14	50	40
2014-15	40	62
2015-16	40	37
2016-17	10	25

Source:<http://coirboard.gov.in/>



Source: <http://coirboard.gov.in/>

Figure 4.10: Skill up-gradation Workshops

4.2.5.2 Coir Udyami Yojana

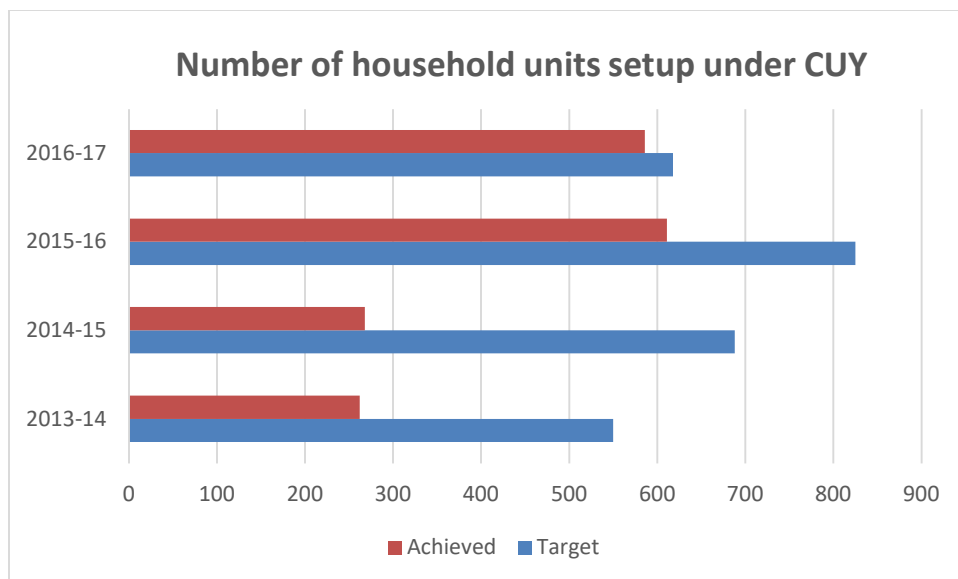
To encourage a sustainable growth in the Coir Industry, Government of India come up with a new scheme called Coir Udyami Yojana. It is a credit linked subsidy scheme implemented by coir board. The main objectives of this scheme include modernization of coir industry, skill up-gradation, technological upgradation, employment generation, especially in the rural and backward sections of the society (http://coirboard.gov.in/wp-content/uploads/2015/06/OperationalGuidelines_CUY.pdf)

The number of household units set up under this scheme during the year 2013 -14 to 2016-17 is given in Table 4.10 and Figure 4.11

Table:4.10: Number of household units' setup under CUY

Year	Target	Achieved
2013-14	550	262
2014-15	688	268
2015-16	825	611
2016-17	618	586

Source:<http://coirboard.gov.in/>



Source: <http://coirboard.gov.in/>

Figure 4.11: Number of household units’ setup under CUY

The maximum number of coir units set up under the CUY scheme was during the year 2015-16. During the year 2016-17, 586 new coir units were set up (94.82% of the total target) under this scheme.

During the year 2013-14, and 2014-15, the growth rate in the number of new units was less compared to the succeeding years. The Coir Board could achieve only 47.63% and 38.9% during 2013-14 and 2014-15 respectively.

4.2.6 Market promotion

Market promotion is an unavoidable factor for the development of any industry especially in the case of traditional industries like coir. Many market promotion schemes like Market Development Assistance (MDA) Scheme have been implemented successfully by the Coir Board to ensure a substantial market share for coir products in the domestic as well as the international market.

4.2.6.1 Domestic Market Promotion

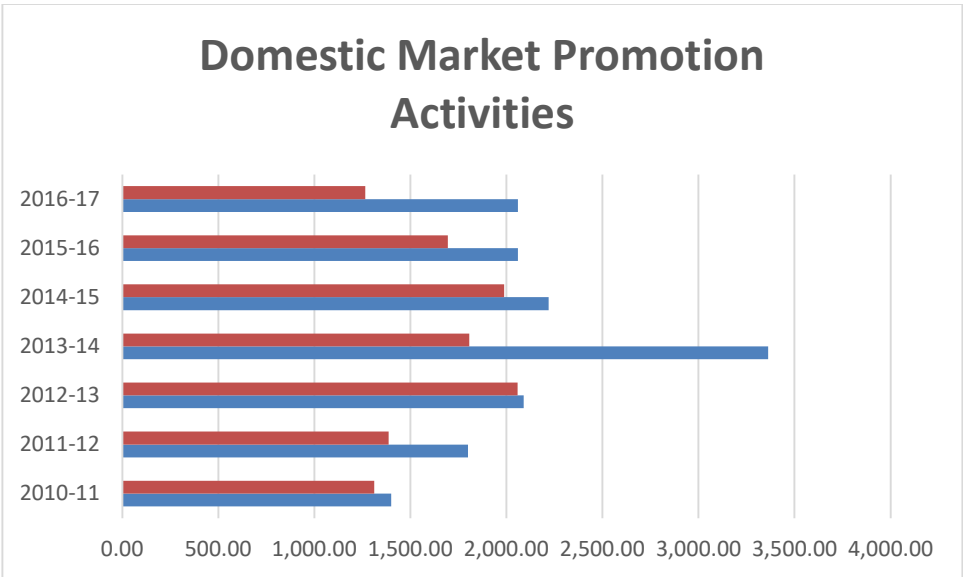
These activities include all the efforts to enhance the sales of coir products through exhibitions, public campaigning, press releases, audio and visual media and also build up the sales through sales outlets and Coir Board's Show room. Domestic sale promotion activities are mainly analyzed through the number of exhibitions conducted and the percentage of sales target achieved in each year. The Table 4.11 and Figure4.12 provides an analysis of the domestic sales target achieved during the years 2010- 11 to 2016-17 by the Coir Board

Table: 4.11: An analysis of Domestic Market Promotion Activities

Year	Sales target fixed (in Lakhs)	sales achieved (in Lakhs)
2010-11	1,400.00	1,311.52
2011-12	1800	1386.81
2012-13	2090	2058.18
2013-14	3,363.00	1,806.75
2014-15	2,220.00	1988.9
2015-16	2,060.00	1,694.61
2016-17	2060	1264.8282

Source: Annual reports of Coir Board

From the Table it is understood that the maximum targeted domestic sales were achieved in the year 2012-13 (98.48%), followed by 2010-11 (93.68%). In the year 2013-14, the domestic sale was only 53.72% of the targeted sales.



Source: Annual reports of Coir Board

Figure 4.12: An analysis of Domestic Market Promotion Activities

4.2.6.2 Export market analysis

Coir is an export-oriented industry and Indian coir has a considerable market in the international market. India exports coir and coir products to most of the countries including china, USA, UK Netherlands, Australia, Germany, Italy, Spain etc. During the year 2016-17, India exported Coir and Coir products to 116 countries. China imported 46% of our total export quantity and USA 14% of our total exported quantity.

India exports variety of coir products to various countries. Major products exported to different countries include Coir Pith, Coir Fibre, Tufted Mat, Handloom Mat, Geo textiles, Coir Yarn, Curled Coir, Handloom Mattings and Rubberized Coir. During the year 2016-17 Handloom mats was imported by eighty-one countries, PVC tufted mats by eighty countries, coir yarn by twenty-three countries, coir pith by ninety-six countries, handloom matting by twenty-three countries, geo textiles by twenty-five countries and rubberized Coir by seventeen countries. The export coir percentage of various coir products are illustrated using Table 4.12

Table 4.12: Export Composition of Coir and Coir Products from India

Item	Export Composition% 2017-18		Export Composition% 2016-17		Export Composition% 2015-16	
	Q	V	Q	V	Q	V
Coir Pith	54	40	51.26	39.68	54.37	36.19
Coir Fibre	36.8	28	38.7	23.63	6.09	23.31
Tufted Mat	5.3	20	5.4	21.23	33.95	21.97
Handloom Mat	1.8	7.4	2.1	9.34	2.71	11.72
Geo textiles	0.6	1.6	0.65	1.96	0.6	1.86
Coir Yarn	0.3	1	0.46	1.29	0.55	1.48
Curled Coir	0.9	0.9	1.08	1.06	1.26	1.32
Handloom Mattings	0.1	0.6	0.13	0.67	0.23	1.04
Rubberized Coir	0.1	0.5	0.09	0.57	0.09	0.51

Source: Export statistics coir board <http://coirboard.gov.in>

From the table 4.12 it is evident that coir pith constituted maximum share in quantity as well as value of the total exports from India during the years under analysis. It constituted 54% in quantity and 40% in value during 2017-18. Coir fibre also contributed much to both the quantity and value. Even though the percentage share in quantity has decreased during the year 2017-18 as compared to the previous years, the percentage share in total value exported has increased substantially.

An analysis of quantity of coir products exported from India during the years 2015-16 to 2017-18 has been given in Table 4.13

From the table it can be seen that the total export quantity has increased to 27.26% and total export value to 20% from 2015-16 to 2017-18. This is a clear indication of the

acceptance of Indian coir products in the international market. During the years under analysis, the products which show an increase in both their export quantity and value are Coir Pith, Coir Fibre, Tufted Mat, Geo textiles, Coir Yarn, Handloom Mattings, Rubberized Coir, Coir Other Sorts, Power loom Mat and Power loom Matting.

Table: 4.13: Coir products exported from India during the years 2015-16 and 2017-18

Item	15-16		16-17		17-18	
	Q	V	Q	V	Q	V
Coir Pith	408897	68809	548479	101847	490552	90539.1
Coir Fibre	255293	41767	374320	70177.9	370357	53913.6
Tufted Mat	45770	44316	54279	49591.4	51718	48442.8
Handloom Mat	20386	22280	18277	18614	20143	21316.3
Geo textiles	4520	3531.7	5845	3996.59	6219	4481.04
Coir Yarn	4134	2820.8	3328	2457.66	4426	2948.32
Curled Coir	9470	2510.1	8800	2316.26	10356	2419.3
Handloom Mattings	1706	1968.8	1117	1394.79	1272	1535.25
Rubberized Coir	678	971.74	900	1388.64	888	1295.64
Coir Other Sorts	46	94.79	306	498.29	256	416.59
Coir Rope	517	396.61	491	401.72	484	388.5

Coir Rugs & Carpet	307	282.5	254	269.58	205	271.92
Power loom Mat	280	367.35	37	57.75	166	196.38
Power loom Matting	16	26.48	131	216.49	0	0

Source: Export statistics coir board <http://coirboard.gov.in>

4.3 Demographic profile

The demographic profile of the respondents is summarized using Table 4.

Table: 4.14: Demographic profile

Demographic Factor	Number of respondents	Percentage
Gender		
Female	347	86.3
Male	55	13.7
Total	402	100
Age in years		
18-25	0	0
>25-35	201	50
>35-45	177	44
>45	24	6
Total	402	100
Education		
Up To SSLC	247	61.4
Plus Two/ Pre Degree	117	29.1

Degree/ Diploma	38	9.5
PG and Above	0	0
Any other	0	0
Total	402	100
Marital status		
Married	390	97.0
Unmarried	12	3.0
Widow/separated	0	0
Total	402	100
Spouse/Parent's Employment Status		
Employed	324	80.6
Unemployed	31	7.7
Self Employed	47	11.7
Total	402	100
Work experience in the relevant field (in Years)		
Nil	103	25.6
1-2 Years	261	64.9
>2-5 Years	38	9.5
More Than 5 Years	0	0
Total	402	100
Presence of Role model in the family or immediate friend's circle		
Yes	221	55
No	181	45
Total	402	100
Annual income of the family		

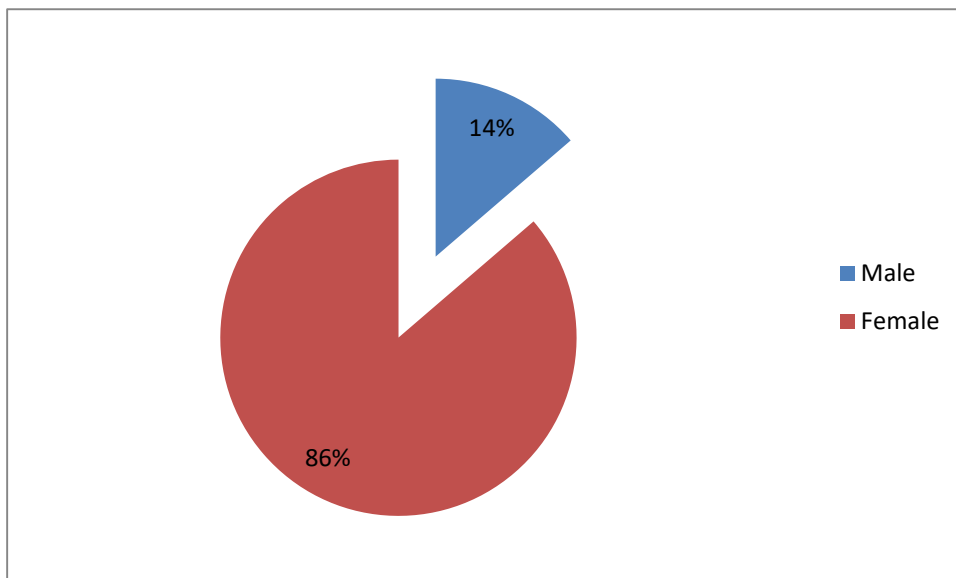
≤ 3 Lakhs	337	83.8
> 5-7 Lakhs	65	16.2
More Than 7 Lakhs	0	0
Total	402	100

Source: Survey data

From the table 4.14 it is clear that coir industry is a woman oriented one as 83.6 % of the total respondents were women and most of them were from the age group 35 to 45. 55% of the total respondents agreed that they have a role model in the family or in the immediate relation. Regarding the educational background majority of respondents (61.4%) studied up to SSLC but a few were graduate Diploma holders. The majority of the respondents were having an annual income of ≤ 3 Lakhs.

4.3.1 Gender wise distribution of the Respondents

Out of the 402 respondents surveyed, 86% are women and the remaining 14% are men. There is no respondent belonging to transgender.



Source: Survey Data

Figure 4.13: Classification of the NE s based on Gender

To analyze the difference in the level of Entrepreneurial intention among the male and female, T test has been carried out. The results of the test are presented in the Table 4.15 and 4.16, and Figure 4.14

Table: 4.15: Group Statistics: gender and EI

Gender	N	Mean	Std. Deviation	Std. Error Mean
Mean ei 0	69	4.9541	1.31572	.15839
1	91	4.9780	1.22303	.12821

Source: Survey Data

Table: 4.16: T- test for testing significant difference for gender and EI

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Mean ei Equal variances assumed	1.010	.317	-.119	158	.906	-.02392	.20173	-.42236	.37453
Equal variances not assumed			-.117	140.670	.907	-.02392	.20378	-.42678	.37895

Source: Survey Data

It can be seen that the significance value is > 0.05. Hence there is no significant difference in gender on EI

From the Table 4.14 it can be seen that there is not much difference in the mean value of the two gender groups; males (4.9541) and females (4.9780) and also in their standard deviations; males (1.31572) and females (1.22303), so an equal variance can be assumed

The results of the T-test revealed that the significant value is greater than 0.05. Hence, we can conclude that, at 95% confidence level, there is no significant difference in the Entrepreneurial Intention levels of Males and Females.

Hence the research hypotheses that there exists a significant difference in the entrepreneurial Intention based on gender is rejected.

In order to find out how gender influences the entrepreneurial self-efficacy of the respondents again T-test was carried out. The results are indicated in Tables 4.17 and 4.18

Table: 4.17: Group Statistics gender and ESE

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Meanese	.00	55	4.6545	1.05682	.14250
	1.00	347	4.6794	1.17078	.06285

Source: Survey Data

Table 4.18: T- test for testing significant difference for gender and ESE

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
meanese Equal variances assumed	.333	.564	-.148	400	.882	-.02485	.16778	-.35469	.30499
Equal variances not assumed			-.160	76.600	.874	-.02485	.15575	-.33501	.28531

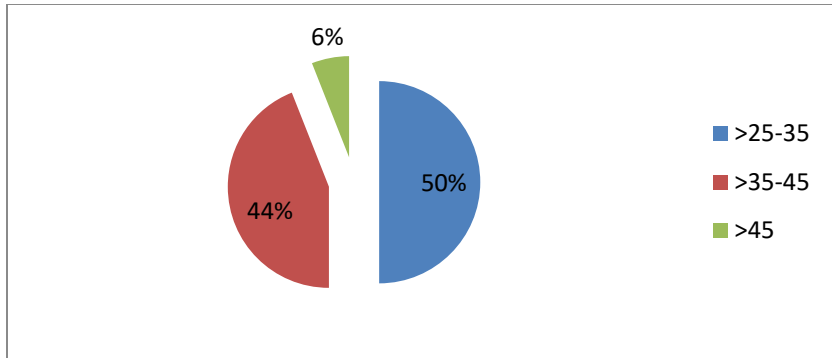
Here we can see that there exists only a negligible variance in the mean value and standard deviation of the two groups i.e., male and females, so we can assume an equal variance in the levels of ESE among the two groups

From the table it can see that T-test value is 0.333 and the value of significance is 0.564. As the p value is not significant (>0.05) we can conclude that there exists no significant effect of gender on ESE.

Hence the research hypotheses that there exists a significant difference in the entrepreneurial Self Efficacy based on gender is rejected at 95% confidence level.

4.3.2 Distribution of the Respondents based on their Age group

The respondents were divided into four Age groups- Between 18-25 years, greater than 25 to 35 years, greater than 35 to 45 years and above 45 years old. The percentage distribution of the respondents based on their age group is shown in the Figure 4.14



Source: Survey Data

Figure 4.14: Distribution of the Respondents based on their Age group

The figure revealed that half of the respondents (50%) are of the age group of 26 to 35 years. Only 6% fall under the category of the age group greater than 45. Remaining 44% of the respondents are of the age group 36 to 45 years. There are no respondents below 26 years of age. To analyze whether the age group has got any significant influence on Entrepreneurial intention, ANOVA test was carried out. The test result is indicated in Table 4.19

Table: 4.19: ANOVA for testing significant difference for age and EI

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.506	2	2.253	1.427	0.243
Within Groups	247.855	157	1.579		
Total	252.361	159			

Source: Survey Data

From the table 4.19 it can be seen that the F value is 1.427 and the significance value is 0.243 which is greater than the accepted level ($p \text{ value} < 0.05$). Thus, the entrepreneurial intention of the nascent entrepreneurs does not vary with respect to their age group.

Hence the hypotheses stating that there is significant difference in the entrepreneurial Intention among different age groups is rejected.

In order to test whether the age group of the nascent entrepreneurs has any significant influence on their ESE, ANOVA test has been carried out. The result of the test is presented below in Table 4.20.

Table: 4.20: ANOVA for Age and ESE

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.083	2	.041	.031	.970
Within Groups	534.528	399	1.340		
Total	534.611	401			

Source: Survey Data

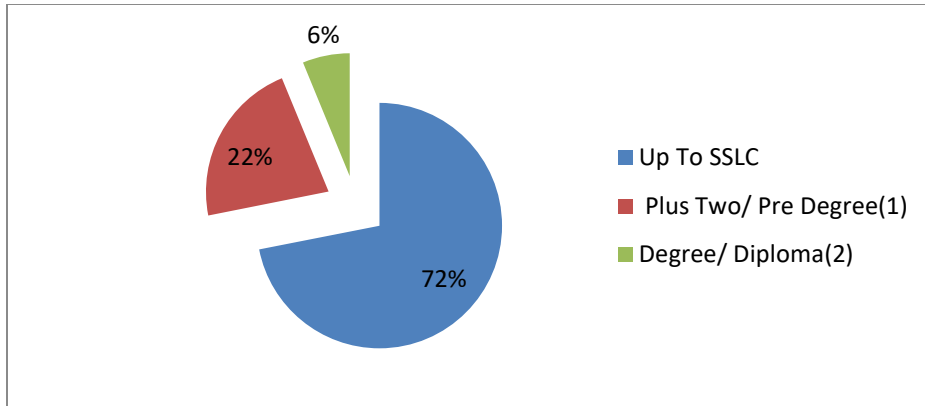
The F value of the ANOVA test is .031. As the p value is greater than 0.05, we can conclude that the ESE does not vary depending on the age of the Nascent Entrepreneurs.

Hence the hypotheses stating that there is significant difference in the entrepreneurial Self Efficacy among different age groups is rejected.

4.3.3 Distribution of the Respondents based on their Education

Based on their educational qualification, the respondents are categorized into four. those who have studied up to SSLC (10th standard), up to Plus-Two/ Pre-Degree (12th standard), those who have studied Degree or Diploma courses and post graduates. None of the respondents are post Graduates and above

The levels of education of the respondents are shown in Figure 4.15



Source: Survey Data

Figure 4.15: Distribution of the Respondents based on their Education

From Figure 4.15 it can be seen that most of the respondents (72%) studied only up to SSLC. 6% of the total respondents are graduates or diploma holders. The rest 6% completed their higher secondary education.

Education is believed to influence one's self confidence and there by the intention level of the Entrepreneur. To identify the significance of education on EI, ANOVA has been carried out. Table4.21 presents the results of ANOVA

Table 4.21: ANOVA for Education and EI

ANOVA					
EI					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	77.094	2	38.547	46.194	0
Within Groups	332.954	399	0.834		
Total	410.048	401			

Source: Survey Data

From Table 4.19 it can be seen that the F value is significant. So it can be concluded that the EI of the nascent entrepreneurs varies with their levels of education. So, in order to find which groups are significantly different, Post Hoc test has been conducted. The result of post Hoc study using LSD is presented in Table 4.22

Table 4.22: Post Hoc Test: Education on EI

Multiple Comparisons							
Dependent Variable: EI							
LSD							
(I)	educ ation quali ficati on	(J) education Qualificatio n	Mean Differenc e (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Low er Boun d	Upper Bound
0		1	-.80349*	0.10252	0	-1.005	-0.6019
		2	-1.12483*	0.15918	0	-1.4378	-0.8119
1		0	.80349*	0.10252	0	0.6019	1.005
		2	-0.3213	0.17056	0.06	-0.6567	0.014
2		0	1.12483*	0.15918	0	0.8119	1.4378

	1	0.32134	0.17056	0.06	-	0.6567
					0.01	
					4	

*The mean difference is significant at the 0.05 level.

Source: Survey Data

From Table 4.22 it can be seen that the pairwise difference is highly significant for the first pairs. This implies that there is a significant difference in the EI of those who completed plus two and graduation as compared to those who have studied only up to SSLC. From this it can be concluded that education has got significant effect on the entrepreneurial intention of the Nascent entrepreneurs. Thus, the hypotheses that there is a significant difference in the EI based on Educational background is accepted at 95% confidence level.

In order to find out whether the entrepreneurial self-efficacy differs with education, ANOVA test was carried out. The results are presented using Table 4.23

Table 4.23: ANOVA for education and ESE

ANOVA					
ESE					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	279.076	2	139.538	217.879	0.00
Within Groups	255.535	399	0.64		
Total	534.611	401			

Source: survey data

The results show that there is a significant difference in the ESE of the respondents based on their educational qualification. To assess the significance of difference level among the

individual paired group, a post Hoc analysis was done based on LSD. The results are shown in Table 4.24.

Table 4.24: Post Hoc analysis Education and ESE

Multiple Comparisons						
Dependent Variable:						
ESE						
LSD						
(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
education qualification	education qualification				Lower Bound	Upper Bound
					0	1
	2	-2.11741*	0.13945	0	-2.3916	-1.8433
1	0	1.54105*	0.08981	0	1.3645	1.7176
	2	-.57636*	0.14942	0	-0.8701	-0.2826
2	0	2.11741*	0.13945	0	1.8433	2.3916
	1	.57636*	0.14942	0	0.2826	0.8701

The mean difference is significant at the 0.05 level.

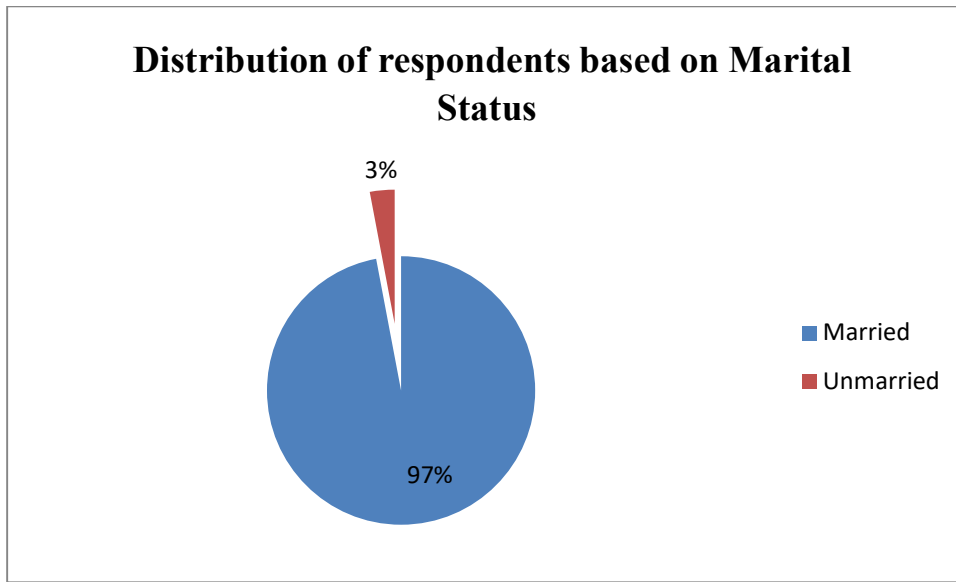
Source: Survey Data

The results of the Post Hoc analysis reveal that there is a significant difference in the ESE among all the three groups (p value is.000). Thus, the hypotheses stating that there is a significant difference in the ESE levels of the NEs based on their education is accepted at 95% confidence level.

4.3.4 Distribution of respondents based on Marital Status

The marital status is found to influence an individual’s decision making especially in matters of career choices. The spouse support and encouragement obviously enhance a

person's confidence level and can influence person's decision to venture out. Among the 402 respondents surveyed 390 are married. The pie chart (Figure 4.16) presents the marital status of the respondents.



Source: Survey Data

Figure 4.16: Distribution of respondents based on Marital Status

To find out whether the marital status influences the EI of the respondents T test has been carried out. The results of the T test are presented in Table 4.25 and 4.26

Table 4.25: Group Statistics Marital Status and EI

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Meanei	.00	390	4.9632	1.02235	.05177
	1.00	12	5.1806	.51472	.14859

Source: Survey data

Table 4.26: Independent Samples Test Marital Status and EI

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Meanci	Equal variances assumed	5.015	.026	-.733	400	.464	-.21731	.29654	-.80028	.36567
	Equal variances not assumed			-1.381	13.827	.189	-.21731	.15735	-.55518	.12057

Source: Survey data

From Table 4.24 it is evident that there is a significant difference in the EI levels of married respondents as compared to the unmarried ones (Sig < 0.05) and hence the hypotheses that there exists a significant difference in the EI based on marital status is accepted at 95% confidence level.

Next to find out whether the ESE is influenced by the marital status of the respondents a T test was carried out. The results of the tests were presented using Table 4.27

Table 4.27: Group Statistics marital status and ESE

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Meanese	.00	390	4.6769	1.16025	.05875
	1.00	12	4.6458	.99692	.28779

Source:Survey data

Table 4.28: Independent Samples T test for marital status and ESE

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Meanese	Equal variances assumed	.804	.370	.092	400	.927	.03109	.33882	-.63501	.69719
	Equal variances not assumed			.106	11.935	.917	.03109	.29372	-.60926	.67144

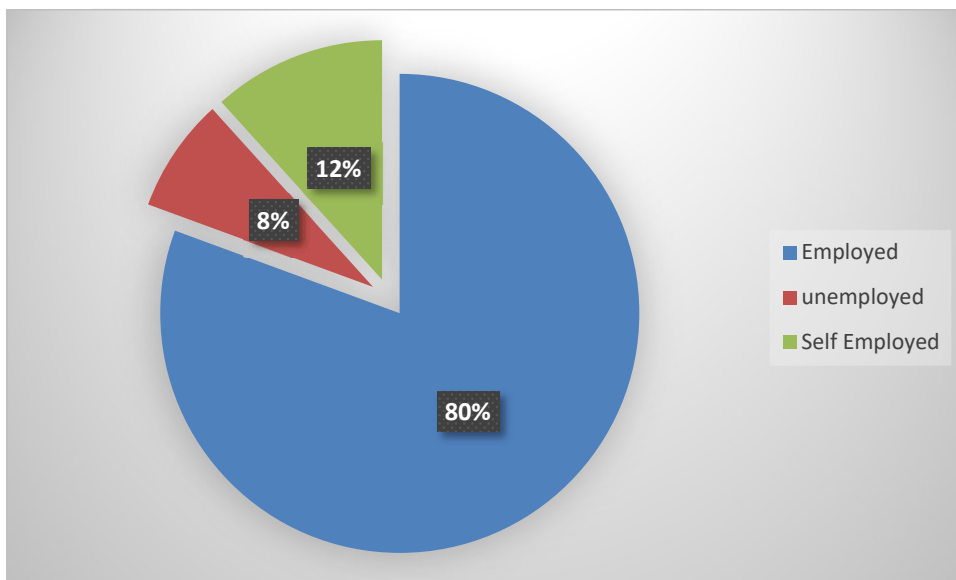
Source:Survey data

The test results reveal that the significant level is above 0.05 and hence, is not significant. So, the hypotheses that there exists a significant difference in the ESE based on marital status is summarily rejected.

4.3.5 Distribution of Respondents based on Spouse/ Parent's Employment Status

The studies dealing with influence of spouse's or parent's employment status on the career choice of the individual is not new. The career choice of an individual can be influenced by the nature of his spouse or parent's occupation. Among the respondents surveyed most of their spouse/parent are employed (324) followed by self-employed (47) and unemployed (31).

The percentage distribution of the respondents based on their spouse/Parent's employment status is presented in Figure 4.17



Source: Survey data

Figure 4.17: Distribution of respondents based on spouse/Parent's employment status

To find out whether the spouse/Parent's employment status influences one's entrepreneurial intention ANOVA test was carried out. The results are indicated in Table 4.29

Table 4.29: ANOVA for spouse/Parent’s employment status and EI

Meanci					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.624	2	4.312	4.286	.014
Within Groups	401.425	399	1.006		
Total	410.048	401			

Source: Survey data

The result of the ANOVA test reveals that the F value is significant (Sig<0.014.) at 95% confidence level. Hence, we can conclude that the spouse/Parent’s employment status influences the EI of the Nascent Entrepreneurs. Again, to find out the difference level between each group a post hoc test based on LSD was carried out. The results are indicated using Table 4.30

Table 4.30: Multiple Comparisons

Meanci						
LSD						
(I)	(J)	Mean	Std. Error	Sig.	95% Confidence Interval	
employe	employe	Differenc			Lower Bound	Upper Bound
nt status	nt status	e (I-J)				
.00	1.00	-.43283*	.18857	.022	-.8035	-.0621
	2.00	.24516	.15656	.118	-.0626	.5529
1.00	.00	.43283*	.18857	.022	.0621	.8035
	2.00	.67799*	.23208	.004	.2217	1.1342
2.00	.00	-.24516	.15656	.118	-.5529	.0626
	1.00	-.67799*	.23208	.004	-1.1342	-.2217

*. The mean difference is significant at the 0.05 level.

Employed (0), Unemployed1), self-employed (2)

Source: Survey Data

Further to know which category has the maximum influence on the EI, cross tabulation has been done. The results are presented in the table 4.31

Table 4.31: Employment status cross Tabulation

Employment status * mean ei recoded Cross tabulation						
		Mean ei recoded			Total	
		0.00	1.00	2.00		
Employment status	.00	Count	24	126	174	324
		% within	7.4%	38.9%	53.7%	100.0%
		Employment status				
	1.00	Count	0	7	24	31
		% within	.0%	22.6%	77.4%	100.0%
		Employment status				
Total	2.00	Count	4	20	23	47
		% within	8.5%	42.6%	48.9%	100.0%
		Employment status				
	Count	28	153	221	402	
	% within	7.0%	38.1%	55.0%	100.0%	
	Employment status					

Source: Survey Data

employed (0), unemployed (1), Self-employed (2)

The results indicated in table 4.29 reveals that respondents whose spouse/parent is self-employed influence their EI more followed by unemployed spouse/parent and employed spouse/parent. Thus, the hypotheses There is a significant difference in the EI based on the Employment status of the spouse/Parent is accepted at 95% confidence level.

Then in order to test whether the spouse/parent employment status influences the ESE of the NE, ANOVA has been carried out. The results are indicated in table 4.32.

Table 4.32: ANOVA for spouse/Parent’s employment status and ESE

Meanese	ANOVA				
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.553	2	1.277	.957	.385
Within Groups	532.058	399	1.333		
Total	534.611	401			

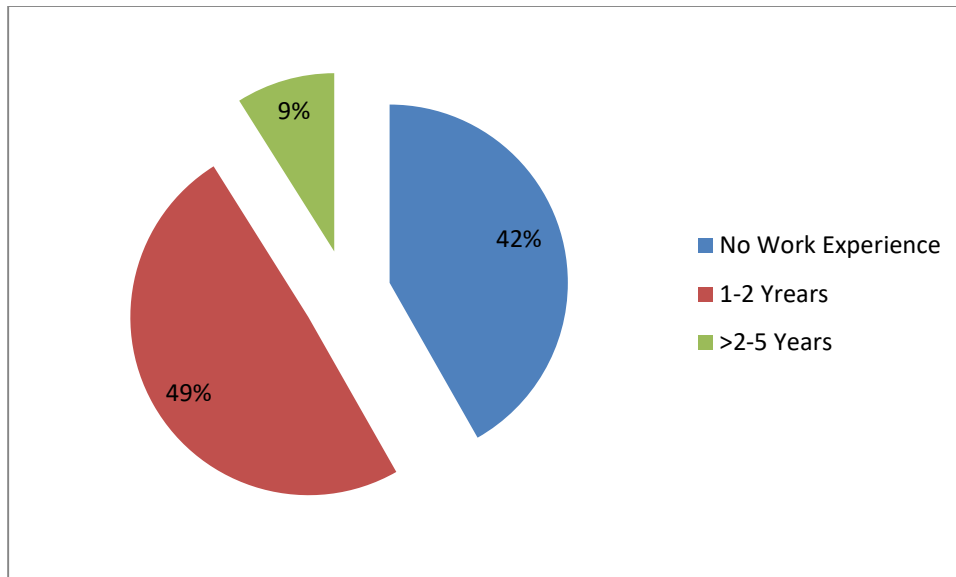
Source: Survey Data

As the Significant value is >0.05 , the hypotheses stating there is a significant difference in the ESE based on Employment status of the spouse/is rejected.

4.3.6 Work experience

Personal experiences are a powerful source of Self Efficacy (Bandura 1978). Exposure to the technical as well as management aspects of an enterprise definitely enhances a person’s knowledge on a particular industry and can influence his decision to venture out.

Among the respondents surveyed, 103 reported that they haven’t any experience in the coir sector. 261 had 1-2 years of experience and 38 had more than 2 years of experience. There were no respondents who had more than 5 years of experience in the coir sector. The percentage distribution of respondents based on their experience in the coir sector is presented using pie chart (Figure 4.18)



Source: Survey Data

Figure 4.18: Work experience in the relevant field (in Years)

To test whether there is any significant change in the entrepreneurial intention of the NEs based on their work experience ANOVA test was carried out. The results are presented in Table 4.33 and 4.34

Table 4.33: ANOVA Work Experience and EI

		EI			
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	74.224	2	37.112	44.094	0
Within Groups	335.824	399	0.842		
Total	410.048	401			

Source: Survey Data

The result of the test indicates that the F value is significant at 95% confidence interval (Sig <0.05). Hence, we can conclude that work experience influences the EI of the NEs. There is a significant difference. Further to test the difference within groups, a post hoc analysis using Tukey was carried out. The results were indicated using table 4.34

Table 4.34: Post Hoc Analysis: Work Experience and EI

Multiple Comparisons							
Dependent Variable: EI							
Tukey HSD							
(I) work experience	(J) work experience	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
0	1	-.80941*	0.10675	0	-1.0606	-0.5583	
	2	-1.44694*	0.17413	0	-1.8566	-1.0373	
1	0	.80941*	0.10675	0	0.5583	1.0606	
	2	-.63753*	0.15929	0	-1.0123	-0.2628	
2	0	1.44694*	0.17413	0	1.0373	1.8566	
	1	.63753*	0.15929	0	0.2628	1.0123	

***. The mean difference is significant at the 0.05 level.**

Source: Survey Data

Multiple comparison test reveals that the mean difference is significant with all the pairs

Hence the hypotheses that there exists a significant difference in the EI of NEs based on their work experience in the relevant industry is accepted at 95% confidence level.

The work experience enriches a person’s knowledge and enhances his skills. This knowledge can become a source of ESE (Bandura 1978).

To test whether the work experience influences the ESE of NEs in the context of coir industry, an ANOVA test was carried out. The results are shown in Table 4.35

Table 4.35: ANOVA for Work Experience and ESE

ANOVA					
ESE					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	368.711	2	184.355	443.386	0
Within Groups	165.9	399	0.416		
Total	534.611	401			

Source: *Source: Survey Data*

The results show that F value is significant (Sig<0.05) at 95% confidence level. Hence the influence of work experience on the ESE of an NE is confirmed. Further to test the difference within the groups post hoc test based on Turkey HSD was carried out. The results are presented using Table 4.36

Table 4.36: Post Hoc Analysis: Work Experience and EI

Multiple Comparisons						
Dependent Variable: EI						
Tukey HSD						
(I) work experience	(J) work experience	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0	1	-.80941*	0.10675	0	-1.0606	-0.5583

	2	-1.44694*	0.17413	0	-1.8566	-1.0373
1	0	.80941*	0.10675	0	0.5583	1.0606
	2	-.63753*	0.15929	0	-1.0123	-0.2628
2	0	1.44694*	0.17413	0	1.0373	1.8566
	1	.63753*	0.15929	0	0.2628	1.0123

*. The mean difference is significant at the 0.05 level.

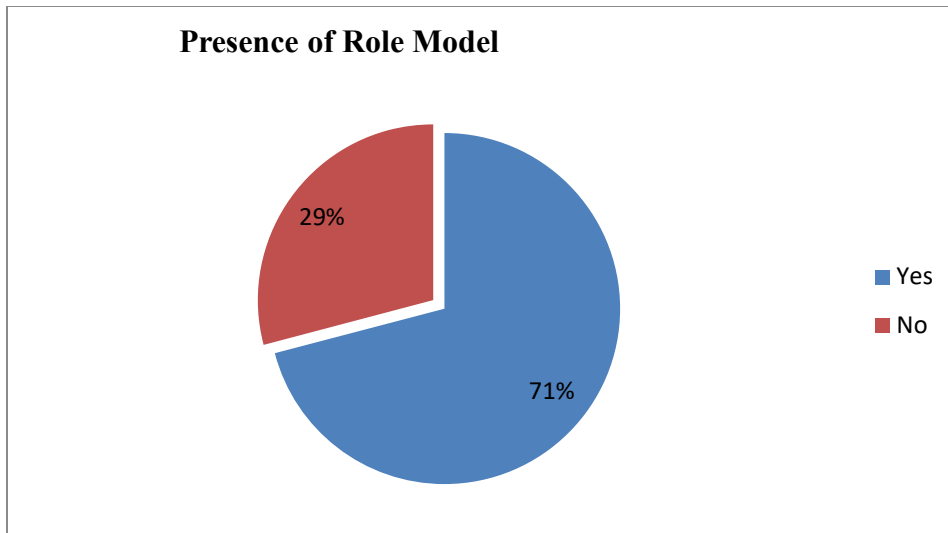
Source: Survey Data

From the Multiple comparison it is evident that the mean difference is significant with all the pairs (significance level .000)

Hence the hypotheses that there exists a significant difference in the ESE of NEs based on their work experience in the relevant industry is accepted at 95% confidence level.

4.3.7 Presence of role model in the family or immediate friend's circle

Role model is said to be a significant factor in molding a person's career choices. In the case of entrepreneurship also the presence of role model is evident. Among the 402 NEs surveyed, 221 agreed that they have a role model either in their family or in the immediate friend's circle who motivated them in their decision to start a venture. The percentage distribution of the respondents based on the presence of a role model is depicted below using the pie chart (Figure 4.19)



Source: Survey data

Figure 4.19: Presence of Role Model in the family or immediate friend's circle

To identify the significance of role model in the EI of an NE, an independent samples t test was carried out. The group statistics is presented in table 4.37

Table 4.37: Group Statistics: Role Model and EI

	Role model	N	Mean	Std. Deviation	Std. Error Mean
EI	0	221	5.3092	0.82506	0.0555
	1	181	4.5552	1.06386	0.07908

Source: Survey Data

The result of the independent sample T test is given below using Table 4.38

Table 4.38: T-Test: Presence of Role Model and EI

Independent Samples Test										
	Levene's Test for Equality of Variances				t-test for Equality of Means					
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
E I	Equal variances assumed	15	0	8	400	0	0.75395	0.09424	0.5687	0.9392
	Equal variances not assumed			7	334.8	0	0.75395	0.09661	0.5639	0.944

Source: Survey Data

The test results revealed that F value is significant at 95% confidence interval. Hence, we can conclude that there exists a significant difference in the EI levels of NEs who have a role model as compared to the ones who don't have.

There is a significant difference in the EI based on presence of Role model is accepted at 95% confidence level.

Role model influences the behaviour and attitude of a person. A successful role model gives confidence for others to follow his path. Here the role model influence on the respondent's ESE was assessed using a T test. The results are indicated using table 4.39 and 4.40

Table 4.39: Group Statistics: Role Model and ESE

Role model	N	Mean	Std. Deviation	Std. Error Mean
ESE 0	221	5.4921	0.54219	0.03647
1	181	3.6796	0.89144	0.06626

Source: Survey data

Table 4.40: T-Test for Presence of Role Model and ESE

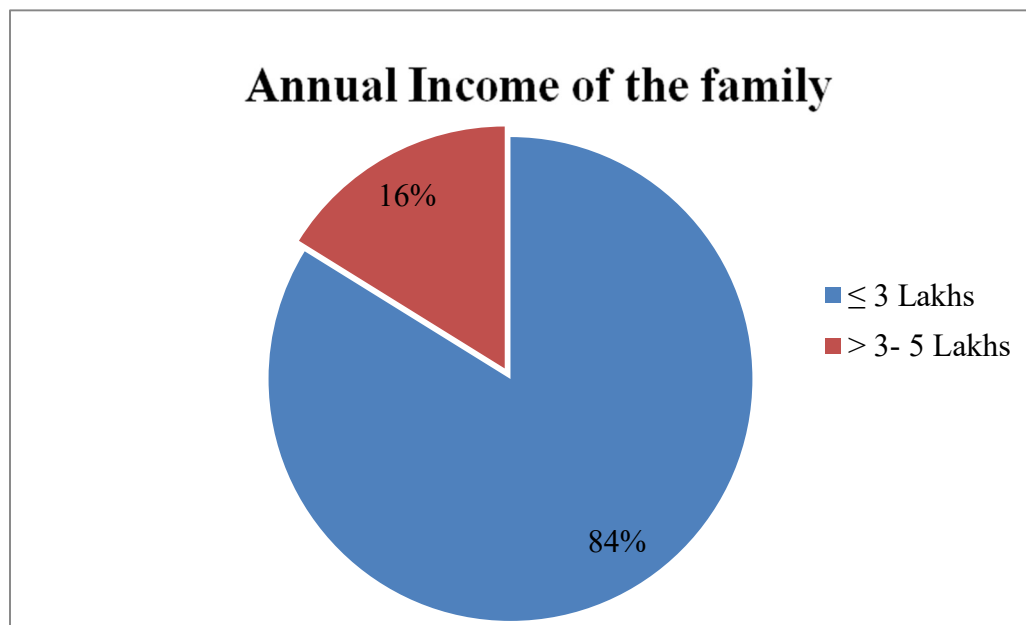
Independent Samples Test										
	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
ESE	Equal variances assumed	56.991	.000	25.09	400	.000	1.8125	0.0722	1.6705	1.9545
	Equal variances not assumed			23.964	284.25	.000	1.8125	0.0756	1.6637	1.9614

Source: Survey data

The T test results reveal that the significant level is < 0.05 . Hence, we can conclude that the role model has an influence on the ESE of an NE. There is a significant difference in the ESE based on presence of role model is accepted at 95% confidence interval.

4.3.8 Annual income of the family

Necessity entrepreneurs are said to start their venture as they need it. They start their enterprise mainly to cater their economic needs. Annual income of the family influences a person's decision to start his/her own venture. In this research among the 402 respondents, 84% reported that their annual income is less than or equal to 3 lakhs. There are no respondents having annual income more than 5 lakhs. Figure 4.20 indicates the percentage of respondents based on their income.



Source: Survey data

Figure 4.20 Distribution of respondents based on Annual Income of the family

To find out whether Annual income has any influence on the EI of the NE, T test was carried out. The results are indicated in Table 4.41 and 4.42

Table 4.41: Group Statistics: Annual Income and EI

	Annual income	N	Mean	Std. Deviation	Std. Error Mean
Mean ei	.00	337	4.9426	.99652	.05428
	1.00	65	5.1103	1.08144	.13414

Source: Survey Data

Table 4.42: Independent Samples T-test: Annual Income and EI

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mean ei	Equal variances assumed	.874	.350	-1.224	400	.222	-.16763	.13690	-.43677	.10152
	Equal variances not assumed			-1.158	86.240	.250	-.16763	.14470	-.45528	.12003

Source: Survey Data

As the significance level is more than .05, we can conclude that there exists no difference in the EI levels based on the Annual income. Thus, the hypotheses there is a significant

difference in the EI based on the annual income of the family is rejected at 95% confidence level.

Next to test the influence of Annual income on ESE, T test was carried out. The results are represented in Table 4.43 and 4.44

Table 4.43 Group Statistics: Annual income and ESE

	Annual income	N	Mean	Std. Deviation	Std. Error Mean
Mean ese	.00	337	4.6617	1.14459	.06235
	1.00	65	4.7500	1.21192	.15032

Source: Survey Data

Table 4.44 Independent Samples T test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mean ese	Equal variances assumed	.413	.521	-.564	400	.573	-.08828	.15655	-.39605	.21949
	Equal variances not assumed			-.542	87.423	.589	-.08828	.16274	-.41172	.23516

Source: Survey Data

From Table 4.42 it is evident that the Annual income of the family has no influence on the ESE ($p \text{ value} > .05$). Hence the hypothesis there is a significant difference in the ESE based on the annual income of the family is rejected.

The summary of tested Hypothesis (based on demography) is provided in Table 4.45

Table 4.45: Summary of hypothesis testing Results (Demographic Factors)

<i>Hypothesis #</i>	<i>Hypothesis Description</i>	<i>Hypothesis Supported?</i>
<i>H1a₁</i>	There exists a significant difference in the EI based on gender	No
<i>H1a₂</i>	There exists a significant difference in the ESE based on gender	No
<i>H1b₁</i>	There exists a significant difference in the EI based on age groups	No
<i>H1b₂</i>	There is a significant difference in the ESE based on age groups	No
<i>H1c₁</i>	There is a significant difference in the EI based on Educational background.	Yes
<i>H1c₂</i>	There is a significant difference in the ESE based on Educational background.	Yes
<i>H1d₁</i>	There is a significant difference in the EI based on marital status.	Yes
<i>H1d₂</i>	There is a significant difference in the ESE based on marital status.	No
<i>H1e₁</i>	There is a significant difference in the EI based on the Employment status of the spouse/Parent	Yes
<i>H1e₂</i>	There is a significant difference in the ESE based on the Employment status of the spouse/Parent	No

<i>H1f₁</i>	There exists a significant difference in the EI based on work experience in the relevant industry	Yes
<i>H1f₂</i>	There exists a significant difference in the ESE based on work experience in the relevant industry	Yes
<i>H1g₁</i>	There is a significant difference in the EI based on presence of Role model.	Yes
<i>H1g₂</i>	There is a significant difference in the ESE based on presence of Role model.	Yes
<i>H1h₁</i>	There is a significant difference in the EI based on the annual income of the family	No
<i>H1h₂</i>	There is a significant difference in the ESE based on the annual income of the family	No

Source: Survey Data

4.4 Reliability

The reliability of the tool is measured using Cronbach's alpha, (Nunnally 1978) which measures the internal consistency of the scale. The reliability of the scale indicates the level of consistency obtained with repeated administration. (Carmines and Zeller 1979). Among the multiple methods available to measure the reliability of the constructs, the internal consistency is considered as a commonly used method as it is a conservative estimate of the reliability (Carmines and Zeller 1979).

Here the reliability is calculated for the measuring instrument which includes 5 items to measure Attitude towards setting up new business, 3 items for Attitude towards risk taking, 3 items for Societal subjective norms, 5 items for Entrepreneurial Education, 3 items for Social networking, 15 items for assessing the personality traits (3 items each for Openness , Conscientiousness , Extraversion, Agreeableness and Neuroticism), 4 items for Entrepreneurial Self-Efficacy and 6 items for Entrepreneurial Intention. A scale is said to satisfy the reliability if the Cronbach's Alpha of the constructs are above the minimum

acceptance level of 0.7 as suggested by Nunnally (1978). The Cronbach's Alpha of the constructs are shown in Table .4.46

Table 4.46: Cronbach's Alpha of the constructs

Factors	Cronbach's Alpha
Atnb	0.705
Atrt	0.816
Soscn	0.88
Entn	0.864
Socin	0.842
Open	0.87
Cons	0.87
Extrn	0.836
Agrb	0.845
Neur	0.847
Ense	0.865
Entin	0.892

Source: Survey Data

From the table 4.46, it is evident that all the constructs have Cronbach's alpha above .8 except for Atnb where it is 0.705. Thus, the criteria for construct reliability is met and the scales used for the study are consistent with repeated administration.

The Composite Reliability measures are also assessed along with Cronbach's Alpha to ascertain the reliability of the scales. The composite reliability values of the constructs are presented in Table 4.47

Table 4.47: Composite Reliability Coefficients

Factors	Composite Reliability
Atnb	0.81
Atrt	0.891
Soscn	0.926
Entn	0.902
Socin	0.905
Open	0.921
Cons	0.92
Extrn	0.902
Agrb	0.906
Neur	0.907
Ense	0.908
Entin	0.917

Source: Survey Data

To satisfy the composite reliability the indices should be higher than 0.7 (Hair, et al.,2006; Wilson 2010). From the table it can be seen that all the values vary from 0.81 to 0.926 and is above the minimum acceptable level of 0.7. Thus, we can conclude that the scales used here are reliable.

4.5 Validity

4.5.1 Construct Validity

It means the degree or extent to which an item or a test measures what it intends to measure. In the research context it indicates the degree to which the observed variables reflect the theoretical latent construct that the study is intended to measure. In this study the researcher assessed the measurement model for construct validity through content validity, convergent Validity and Discriminant Validity.

4.5.2 Convergent Validity

It indicates the degree to which deferent items within a construct are related to each other. It reflects how a common construct was captured using different measures (Carlson and Herdman 2012).

In order to measure the convergent validity, the following measures are used

- Individual item standardized loading on parent factor
- Composite reliability (CR)
- Average variance extracted (AVE)

The convergent validity is considered to be met if the values of Individual item standardized loading are above 0.5(Nunnally 1978; Hair et al. 2006) and are significant (p value < 0.05) (Gefen and Straub 2005)

Appendix-2 depicts the loadings of items. From the table it is evident that all items loaded well with the constructs and are significant p value < 0.01.

The composite reliability of the constructs is shown in table 4.45. From the table we can see that all the factors have their CR value more than.8 which is above the accepted value of 0.7(Fornell and Larcker 1981; Nunnally and Bernstein 1994; Hair et al. 2006)

The convergent validity is again ascertained using the Average variance extracted (AVE) values. For satisfying the convergent validity AVE values should be more than 0.5.(Fornell and Larcker 1981; Hair et al.2006).

The AVE values of the constructs are shown in Table 4.48

Table 4.48: AVE values of the constructs

Construct	AVE
Atnb	0.465
Atrt	0.731
Sosc	0.806
Entn	0.650
Socin	0.760
Open	0.794
Cons	0.794
Extrn	0.755
Agbr	0.764
Neur	0.766
Ense	0.711
Entin	0.650

Source: Survey Data

From the table it is evident that all the factors satisfy the above criteria except Atnb where the AVE is 0.465. But the deletion of this item was not considered as it is just marginally below the accepted value of 0.5. and is not below 0.40 Bagozzi, and Youjae (1988).

Hence, we can conclude that the observations satisfy the convergent validity conditions.

4.5.3 Discriminant validity

It measures how the items in two different constructs are related to each other. It tests whether the latent variables differ from each other (Fornell and Larcker, 1981). It is proven if the square root of the latent variable's AVE is larger than the correlation between this variable (Hair et al. 2006)

Table 4.46 depicts the Correlations among independent variables. with square root of AVEs

The Square roots of average variances extracted (AVEs) are shown on diagonal.

From Table 4.49, it is evident that the observations met discriminant validity conditions as the diagonal values (Square roots of average variances extracted) are greater than the off-diagonal values (the correlations of the latent variables)

Table 4.49: Correlations among independent Variables. with sq. rts. of AVEs

	Atnb	Atrt	Soscn	Entn	Socin	Open	Cons	Extrn	Agrb	Neur	ense	entin
Atnb	0.682											
Atrt	0.351	0.855										
soscn	0.474	0.254	0.898									
Entn	0.407	0.306	0.379	0.806								
Socin	0.310	0.196	0.335	0.277	0.872							
Open	0.330	0.184	0.359	0.297	0.332	0.891						
Cons	0.445	0.249	0.523	0.309	0.241	0.317	0.891					
Extrn	0.457	0.239	0.397	0.275	0.286	0.177	0.430	0.869				
Agrb	0.495	0.394	0.476	0.442	0.314	0.326	0.492	0.422	0.874			
Neur	-0.331	-0.114	-0.230	-0.269	-0.212	-0.268	-0.231	-0.096	-0.293	0.875		
Ense	0.593	0.346	0.476	0.426	0.431	0.398	0.419	0.498	0.554	-0.355	0.843	
Entin	0.557	0.376	0.448	0.385	0.391	0.354	0.381	0.397	0.471	-0.404	0.544	0.806

Source: Survey Data

4.6 Factor Analysis for testing Common Method Variance

Common Method Variance is an error that occurs when self-reported questionnaires are used in a survey from the same participants at the same time. “CMV creates a false internal consistency, that is, an apparent correlation among variables generated by their common source. common methods can cause systematic measurement errors that either inflate or deflate the observed relationships between constructs, generating both Type I and Type II errors”. The respondents may tend to provide consistent answers to the survey questions. (Chang et al. 2010).

One of the most popular remedies to reduce the CMV is to apply ex post statistical approaches. and most commonly used one is Harman’s single-factor test. In this approach all the individual items in each of the constructs are loaded into exploratory factor analysis to find out whether a single factor accountable for the majority of the variance and if it is not, then CMV is not considered as a major issue (Podsakoff et al. 2003)

Four common sources of CMV are explained by Podsakoff et al. (2003). These are “The use of a common rater, the manner in which items are presented to respondents, the context in which items on a questionnaire are placed, and the contextual influences (time, location and media) used to measure the constructs”.

In this survey the data is collected from the same NEs at the same time so in order to eliminate the resultant errors CMV is tested. The result of the exploratory factor analysis (PCA) is presented Table 4.49.

In order to do the factor analysis first the suitability of the data is assessed using Bartlett’s test of sphericity and Kaiser-Meyer-Olkin measure of Sampling adequacy The results are shown in Table 4.50.

Table 4.50: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.914
Bartlett's Test of Sphericity	Approx. Chi-Square	10478.00
		9
	Df	946
	Sig.	.000

Source: Survey Data

From the table it is evident that the KMO measure of sampling adequacy is 0.914 which is much greater than the minimum cut off value of 0.5. The Bartlett's Test of Sphericity is also found significant ($p=0.000$). Then the CMV is tested using the exploratory factor analysis. The results of the exploratory factor analysis (PCA) are presented in Table 4.51

Table 4.51: Exploratory Factor Analysis

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.588	30.882	30.882	13.588	30.882	30.882
2	2.608	5.927	36.809			
3	2.369	5.385	42.194			
4	2.222	5.049	47.244			
5	1.966	4.467	51.711			
6	1.759	3.999	55.710			
7	1.571	3.572	59.281			
8	1.444	3.281	62.562			

9	1.281	2.912	65.474	
10	1.157	2.630	68.104	
11	1.067	2.424	70.528	
12	.970	2.204	72.732	
13	.934	2.123	74.855	
14	.695	1.579	76.434	
15	.666	1.514	77.948	
16	.603	1.371	79.319	
17	.576	1.309	80.628	
18	.538	1.222	81.850	
19	.534	1.214	83.063	
20	.485	1.102	84.166	
21	.479	1.088	85.253	
22	.457	1.039	86.293	
23	.418	.949	87.242	
24	.393	.893	88.135	
25	.378	.859	88.994	
26	.372	.846	89.839	
27	.358	.813	90.652	
28	.349	.793	91.445	
29	.334	.760	92.205	
30	.314	.715	92.919	
31	.309	.702	93.622	
32	.289	.656	94.278	
33	.270	.613	94.891	
34	.257	.584	95.476	
35	.251	.571	96.047	
36	.248	.564	96.611	
37	.233	.530	97.141	

38	.230	.524	97.665	
39	.202	.458	98.123	
40	.186	.422	98.545	
41	.176	.399	98.944	
42	.163	.371	99.315	
43	.157	.358	99.672	
44	.144	.328	100.000	

Extraction Method: Principal Component Analysis.

Source: Survey Data

Table 4.51 depicts the results of exploratory factor analysis (PCA) done with all 12 constructs. From table 4.51 it can be seen that only 30.882% of the total variance is explained by the first factor which is well below the cut-off value of 50% recommended by practitioners (Roni 2014).

4.7 Descriptive statistics

The Descriptive statistics of the data is presented in Table 4.52

Table 4.52: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ense	402	1.25	6.75	4.676	1.15464
Entin	402	2	6.83	4.9697	1.01122
Atnb	402	1.4	7	4.6318	1.11422
Atrt	402	1	7	5.0091	1.25416
Soscn	402	1.33	7	4.8441	1.2155
Entn	402	2	7	5.0498	1.01525
Socin	402	1.67	6.67	4.6468	1.13614
Open	402	1.33	7	4.9428	1.14181

Cons	402	1.33	7	4.7579	1.16639
Extrn	402	1.33	7	4.6186	1.23826
Agrb	402	1.33	7	4.3226	1.21715
Neur	402	1	6.67	2.8872	1.28292
Valid N (listwise)	402				

Source: Survey Data

4.8 Antecedents of ESE

In order to predict the antecedents of ESE, a regression analysis is done initially to test the hypothesized relationships. Here the independent variables are tested for their positive influence on ESE. Multiple regression is carried out by taking ESE as dependent variable. The analysis is done using SPSS software and the results are presented in Table 4.53

Table 4.53: Multiple Regression of ESE and its antecedents

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743^a	0.552	0.541	0.78263
a. Predictors: (Constant), Neur , Extrn Atrt , Open , Socin , Soscn Entn , Cons , Agrb , Atnb				

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	295.121	10	29.512	48.183	.000 ^b
	Residual	239.489	391	0.613		
	Total	534.611	401			

a. Dependent Variable: ESE

b. Predictors: (Constant), Neur, Extrn Atrt , Open , Socin , Soscn Entn , Cons , Agrb , Atnb

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.223	0.331		0.674	0.5		
	Atnb	0.229	0.046	0.221	4.964	0	0.578	1.729
	Atrt	0.061	0.035	0.066	1.735	0.084	0.796	1.256
	Entn	0.075	0.046	0.066	1.652	0.099	0.711	1.407
	Soscn	0.058	0.042	0.061	1.393	0.164	0.589	1.697
	Socin	0.145	0.039	0.143	3.748	0	0.788	1.269
	Open	0.104	0.039	0.103	2.655	0.008	0.762	1.312
	Cons	-0.009	0.043	-0.01	-0.219	0.827	0.604	1.656
	Extrn	0.193	0.039	0.207	4.996	0	0.668	1.497
	Agrb	0.161	0.043	0.17	3.731	0	0.551	1.814
	Neur	-0.107	0.034	-0.118	-3.173	0.002	0.823	1.215

a. Dependent Variable: Ense

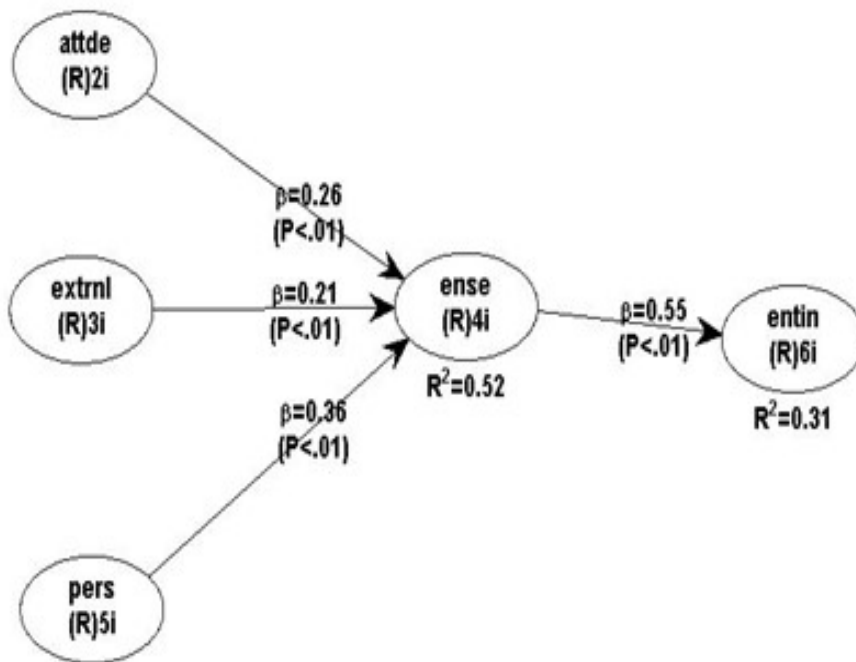
Source: Survey Data

4.9 Hypotheses Testing

Structural Equation Modeling (SEM) technique has been adopted (Warp PLS) to test the various relationships shown in Fig 4.21. SEM modeling differentiates two components (a) measurement model, which represents the relationship between latent variables and their indicators, and (b) structural model, which depicts the relationships amongst the latent variables. (R M)

4.9.1 Structural Model for EI Antecedents

The structural model output obtained from Warp PLS is depicted in Fig 4.21. This is the integrated model with ten antecedent variables and one mediating variable ESE and the dependent variable EI. Shown on the arrows are the path coefficients (beta value) and the path significance (p-value).



Source: Survey Data

Figure 4.21: Structural Equation Model for EI Antecedents

The quantitative data is analyzed using SEM on Warp PLS software. Initially, the model was run with the independent variables- attitude, external factors and personality traits. The results are shown using Figure 4.21 and Table 4.54.

Table 4.54: Standardized Path coefficients for Dependent variable

	ESE	EI	ATTITUDE	EXTERNAL FACTORS	PERSONALITY TRAITS
ESE			0.260	0.206	0.359
EI	0.553				
P value	<0.001		<0.001	<0.001	<0.001

Source: Survey Data

4.9.2. The role of Antecedent factors on EI

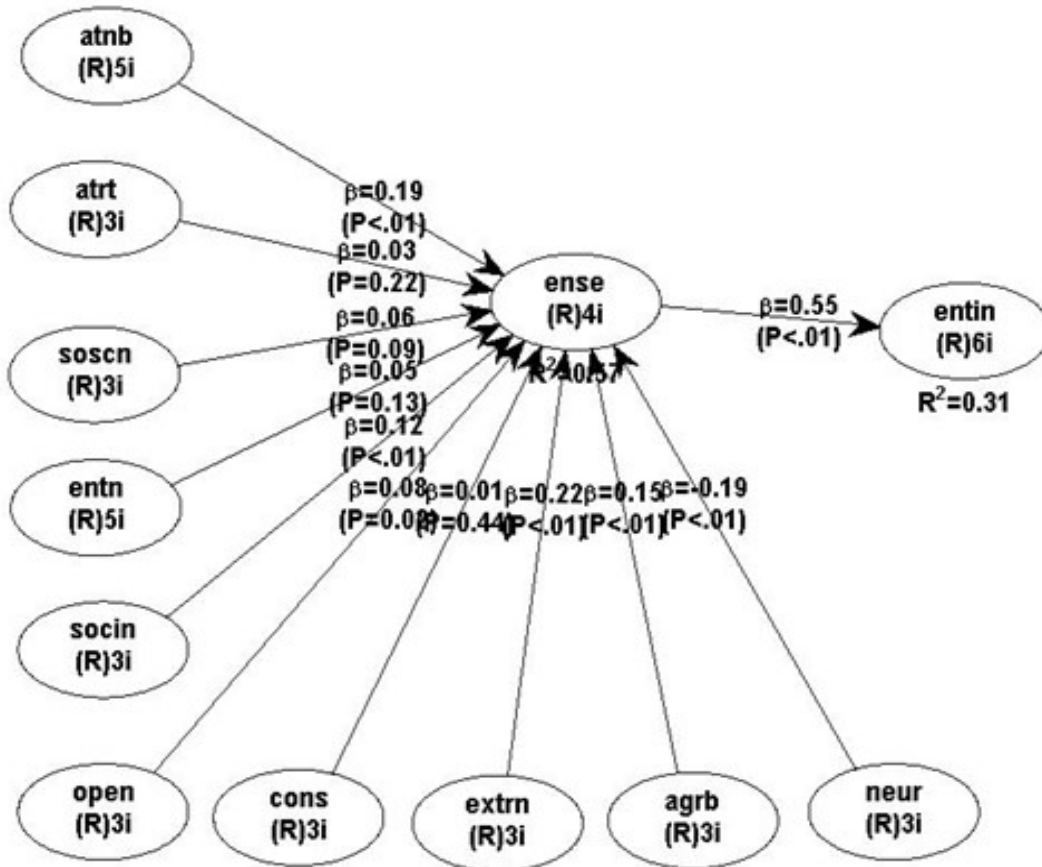
Table 4.52 shows the path coefficients and significance level of the relationships involving Entrepreneurial Intention. From the table it is evident that all the paths are significant (p value <0.001). By analyzing the path coefficients, it can be seen that personality traits have got a highest impact on ESE and further more ESE has found to be strong positive influence on EI

Further in order to assess the contribution of each constructs individually, another model was run taking all the dimensions of the constructs individually. The results are given in Table 4.55 and Figure 4.22

Table 4.55: Standardized coefficients for Entrepreneurial Self Efficacy

Factors	β	P
Towards setting up new business	0.19	<0.1
Towards risk taking	0.03	0.22
societal subjective norms	0.06	0.09
Entrepreneurial Education	0.05	0.13
Social networking	0.12	<0.1
Openness	0.08	0.02
Conscientiousness	0.01	0.44
Extraversion	0.22	<0.1
Agreeableness	0.15	<0.1
Neuroticism	0.19	<0.1

Source: Survey Data



Source: Survey Data

Figure 4.22: The role of Antecedent factors on EI

The structural model analysis reveals that four constructs: - attitude towards risk taking, societal subjective norms, Entrepreneurial Education and Conscientiousness have insignificant ($p > 0.05$) relationship with ESE.

4.10 R-squared contributions

R-squared contributions for ESE and EI are 0.57 and 0.31, respectively. R square value reflects the percentage of variance explained. Its value should range between 0-1 (Hair et al. 2006).

4.11 Effect Size (f²)

This assesses the total amount of variance in the dependable variable that is predictable from the independent variable (Tabachnick and Fidell 2007). The Total Effect is presented in Table 4.56

Table 4.56: Total effects

	Atnb	Atrt	Soscn	Entn	Socin	Open	Cons	Extrn	Agrb	Neur	ense	Entin
Ense	0.192	0.030	0.056	0.046	0.124	0.076	0.005	0.225	0.154	-0.189		
Entin	0.106	0.016	0.031	0.025	0.069	0.042	0.003	0.124	0.085	-0.105	0.553	

Source: Survey Data

Cohen's threshold indicates 0.02 (weak effect), 0.15 (moderate effect) and 0.35 (Strong effect) respectively. Here ESE has got a strong effect on EI.

4.12 Stone–Geisser's Q²

It is an indicator of the predictive validity of the model. A value of greater than zero indicates predictive validity, and a higher value indicates better predictive power (Duarte and Raposo 2010; Peng and Lai 2012). Hence, Q-Squared values of ESE is 0.57, and EI is 0.298. which indicates substantial predictive validity of the model. (RM). The positive value of Q² has a predictive relevance (Stone 1974; Geisser 1975).

4.13 Model Fit, Quality Indices & Model Elements from Warp PLS

Warp PLS software generates two broad categories of Fit Indices, namely, Model Fit and Quality Indices and General Model Elements. These are shown in Table 4.57 and 4.58

Table 4.57 Model fit and quality indices

Average path coefficient (APC)=0.150, P<0.001

Average R-squared (ARS)=0.440, P<0.001

Average adjusted R-squared (AARS)=0.434, P<0.001

Average block VIF (AVIF)=1.577, acceptable if ≤ 5 , ideally ≤ 3.3

Average full collinearity VIF (AFVIF)=1.641, acceptable if ≤ 5 , ideally ≤ 3.3

Tenenhaus GoF (GoF)=0.563, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36

Sympson's paradox ratio (SPR)=1.000, acceptable if ≥ 0.7 , ideally = 1

R-squared contribution ratio (RSCR)=1.000, acceptable if ≥ 0.9 , ideally = 1

Statistical suppression ratio (SSR)=1.000, acceptable if ≥ 0.7

Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if ≥ 0.7

Source: Survey data

Table 4.58

General Model Elements

Missing data imputation algorithm: Arithmetic Mean Imputation

Outer model analysis algorithm: PLS Regression

Default inner model analysis algorithm: Warp3

Multiple inner model analysis algorithms used? No

Resampling method used in the analysis: Bootstrapping

Number of data resamples used: 100

Number of cases (rows) in model data: 402

Number of latent variables in model: 12

Number of indicators used in model: 44

Number of iterations to obtain estimates: 8

Range restriction variable type: None

Range restriction variable: None

Range restriction variable min value: 0.000

Range restriction variable max value: 0.000

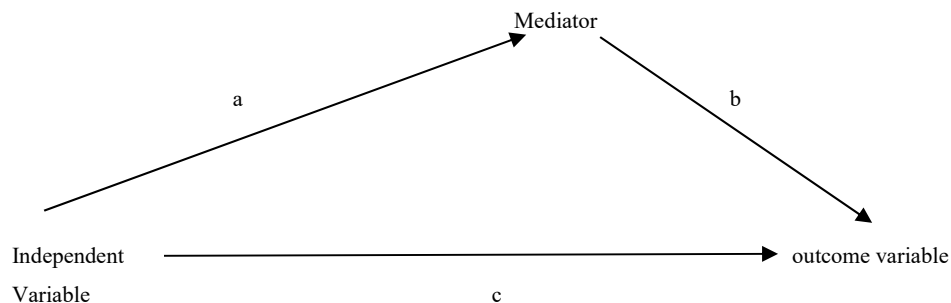
Only ranked data used in analysis? No

Source: Survey data

4.14 Mediating Role of Entrepreneurial Self Efficacy

The proposed model in this research considers Entrepreneurial Self Efficacy as the mediating variable which mediates the relationship between the antecedent variables and the dependent variable. For testing the mediation effect a conceptual framework proposed by Baron and Kenny (1986) was utilized. A variable may be called a *mediator* “to the extent that it accounts for the relation between the predictor and the criterion” (Baron and Kenny 1986).

To clarify the meaning of mediation, Baron and Kenny (1986) introduce a path diagram to estimate the effect of mediation on dependable variable.as a model for depicting a causal chain. Preacher and Hayes (2004) also explains the existence of three conditions for the occurrence of mediation Their model depicting a causal chain involved in the process of mediation is diagrammed in Figure4.23



Source: Baron and Kenny (1986)

Figure 4.23: Process of Mediation

This model explains a three-variable system which includes two causal paths leading into the outcome variable:

- The direct path: path depicting the impact of the independent variable on the dependent or outcome variable (Path c)
- An indirect path which depicts the impact of the mediator (Path b).
- There exists another path from the independent variable to the mediator (Path a).

According to Baron and Kenny (1986) a variable is said to function as a mediator only if it satisfies the following three conditions:

- “variations in levels of the independent variable significantly account for variations in the presumed mediator (i.e., Path c),
- variations in the mediator significantly account for variations in the dependent variable (i.e., Path b), and
- when Paths a and b are controlled, a previously significant relation between the independent and dependent variables is no longer significant, with the strongest demonstration of mediation occurring when Path c is zero.”

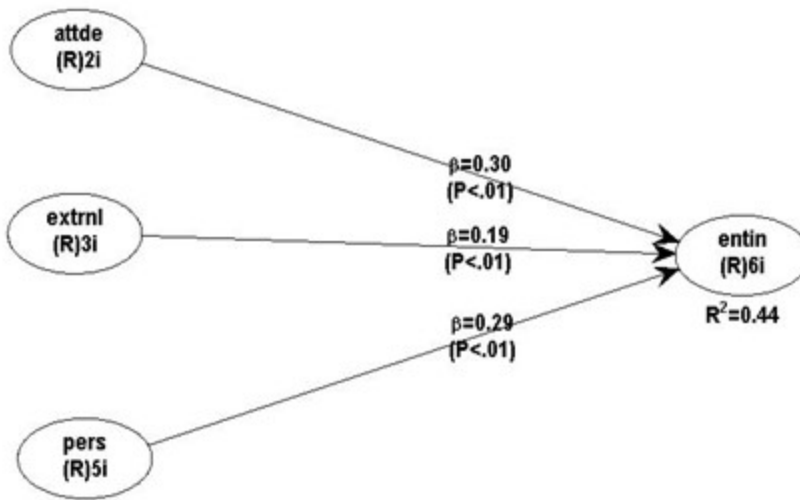
So, When Path c is reduced to zero, there exists a single, dominant mediator and If the Path c is not reduced to zero provides the evidence for the operation of more than one mediating factors. a significant reduction in the path c indicate that the given mediator is indeed potent, but not a sufficient condition for the occurrence of an effect.

In short, mediation effect can be summarized as:-In the presence of the mediator, if the strength of relationship between the dependent variable & the independent variable (***Direct Effect***) becomes (a) insignificant, of (a) PERFECT or FULL Mediation is considered to occur, or, if the strength of relationship between the dependent variable and the independent variable (***Direct Effect***) becomes significant, but reduced, PARTIAL mediation is considered to have occurred.

In this study the mediation effect of Entrepreneurial Self Efficacy is tested using the approach mentioned above. Initially the model is run with the independent variables-attitude, external factors and personality traits.

4.14.1 Direct effect of Antecedents on Entrepreneurial Intention

First the model is run without the mediating variable, i.e. without ESE. The structural model is presented using Figure 4.24



Source: Survey data

Figure 4.24: Direct effect of Antecedents on Entrepreneurial Intention

The path coefficients and path significance are shown in tabular format using Table 4.59.

From the table it is clear that all paths are significant.

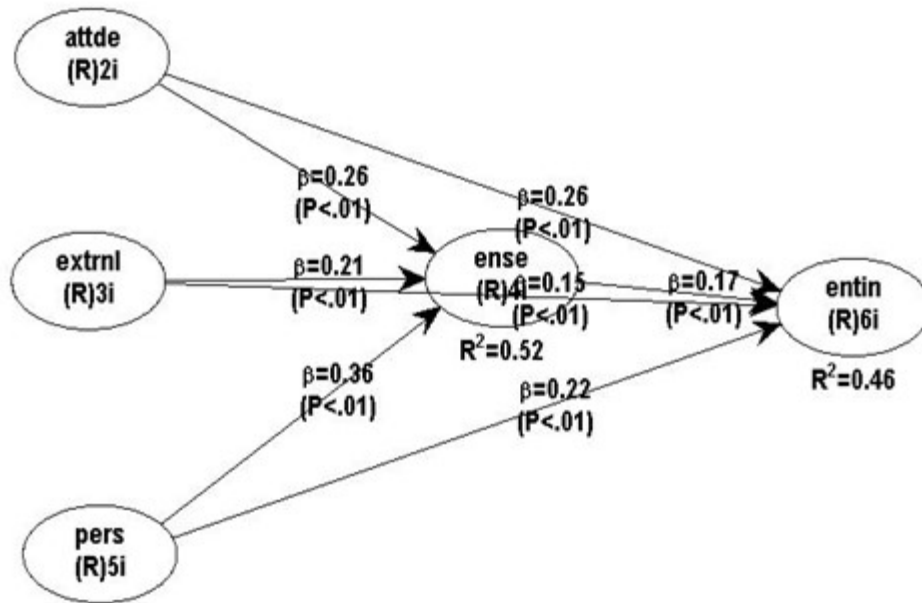
Table 4.59: Path Coefficient: Direct Effect

<i>Direct Relationship to EI</i>	<i>Path Coeff.</i>	<i>p-value</i>
<i>Attitude to EI</i>	0.30	<0.001
<i>External factors to EI</i>	0.19	<0.001
<i>Personality traits to EI</i>	0.29	<0.001

Source: Survey Data

4.14.2 Mediation Effect of ESE

Next the model is run with the mediator variable ESE. The structural model depicting the relationship is presented in the Figure 4.25



Source: Survey Data

Figure 4.25: Mediation Effect of ESE

The Direct and Indirect path coefficients for the model with Entrepreneurial Self Efficacy as the mediating variable is presented in Table 4.60

Table 4.60: The Direct and Indirect path coefficients

<i>Direct Relationship to EI</i>	<i>Path Coeff.</i>	<i>p-value</i>
<i>Attitude to ESE</i>	0.26	<0.001
<i>External factors to ESE</i>	0.21	<0.001
<i>Personality traits to ESE</i>	0.36	<0.001
<i>Attitude to EI</i>	0.26	<0.001
<i>External factors to EI</i>	0.15	<0.001
<i>Personality traits to EI</i>	0.22	<0.001
<i>ESE to EI</i>	0.17	<0.001

Source: Survey Data

It is seen from the table 4.58 that all paths are significant and the R² value increases.

4.14.2.1 Mediation Effect of ESE on the relation between Attitude and Entrepreneurial Intention

Table 4.57 reveals that

- The direct path coefficient of the relation Attitude towards Entrepreneurial Intention is 0.26 and the total effect through the mediator ESE is 0.0442 (0.26*0.17)
- R² increased and the total effect decreased. So, there exists a mediation effect.
- As the path coefficient of Attitude to EI is significant (p-value <0.001) We can conclude that there is a partial mediation i.e., ESE partially mediates the relationship between attitude and intention.

4.14.2.2 Mediation Effect of ESE on the relation between External Factors and Entrepreneurial Intention

From Table 4.57 the following can be inferred

- The direct path coefficient of the relation External Factors towards Entrepreneurial intention is 0.15 and the total effect through the mediator ESE is 0.0255 (0.15*0.17).
- Mediation effect exists as the R² increases and the total effect decreases.
- There exists only a partial mediation as the path coefficient of External Factors to EI is significant (p-value <0.001) i.e., ESE partially mediates the relationship between External Factors and EI.

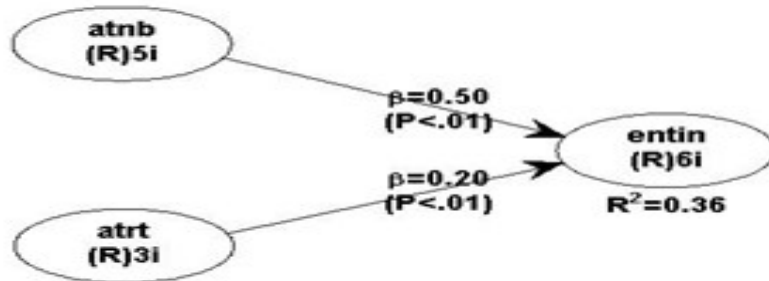
4.14.2.3 Mediation Effect of ESE on the relation between Personality Traits and Entrepreneurial Intention

- The direct path coefficient of the relation Personality Traits towards Entrepreneurial Intention is 0.22 and the total effect through the mediator Entrepreneurial self-efficacy is 0.0374 (0.22*0.17).
- Mediation effect exists as the R² increased and the total effect decreased.
- There exists only a partial mediation as the path coefficient of personality Traits to EI is significant (**p-value** <0.001) i.e., ESE partially mediates the relationship between Personality Traits and EI.

In order to clarify the mediation effect of ESE on individual construct every dimensions of each constructs are tested separately for mediation.

4.14.3 Attitude-Factors

At first the Direct effect of Attitude factors on Entrepreneurial Intention are identified. The direct effect of the two attitude dimensions - attitude towards setting up new business and attitude towards risk taking – are shown using the path diagram. The path diagram is shown in Figure 4.26



Survey Data

Figure 4.26: Attitude-Factors: Direct Effect

The path values and significance levels are indicated using Table 4.61

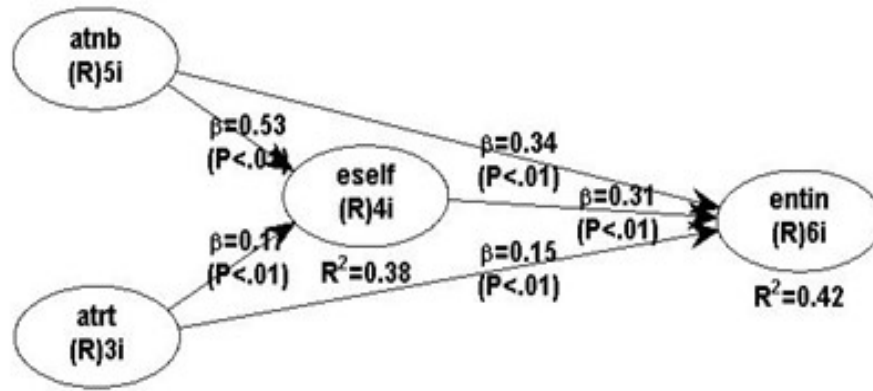
Table 4.61: Path Coefficient: Direct Effect

<i>Relation</i>	<i>Path coefficient</i>	<i>P value</i>
<i>Attitude towards setting up new business to EI</i>	0.50	<0.001
<i>Attitude towards taking risk to EI</i>	0.20	<0.001

Source: Survey Data

From Table 4.59 it can be seen that both the paths are significant (P value <0.001)

Next, in order to identify the indirect effect through the mediating variable, ESE is introduced. The indirect effect of attitude on entrepreneurial intention through the entrepreneurial self-efficacy is shown using Figure 4.27



Source: Survey data

Figure 4.27: The Direct and Indirect path coefficients with ESE as the Mediating Variable

The path coefficients and their significance levels are tabulated using Table 4.62

Table 4.62: The Direct and Indirect path coefficients with ESE as the Mediating Variable

<i>Direct Relationship to EI</i>	<i>Path coefficient</i>	<i>P value</i>
<i>Attitude towards setting up new business to ESE</i>	0.53	<0.001
<i>Attitude towards taking risk to ESE</i>	0.17	<0.001
<i>Attitude towards setting up new business to EI</i>	0.34	<0.001
<i>Attitude towards taking risk to EI</i>	0.15	<0.001
<i>ESE to EI</i>	0.31	<0.001

Source: survey Data

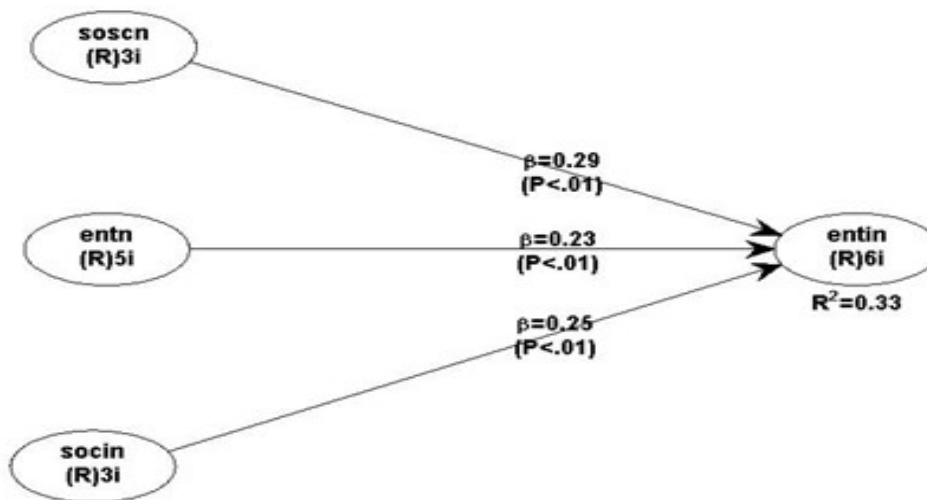
From Table 4.62 it is evident that all the paths are significant. the result of mediate effect of Entrepreneurial Self efficacy on Entrepreneurial intention can be summarized as follows

- ESE has a significant relation with EI.
- Atnb and Atrt have a significant direct relationship with EI and when ESE is introduced also, their relationship is significant.
- When ESE is introduced R square value increases and total effect decreases.
- There exists only a partial mediation as Atnb and Atrt have a significant direct relationship with EI.

4.14.4 External factors

To test the mediating role of ESE in the relationship of external factors with EI, Initially the Direct effect of *External factors* on Entrepreneurial Intention is identified.

The direct effect of all the three dimensions of external factors on EI are shown using the path diagram shown in Figure 4.28.



Source: Survey Data

Figure4.28: External factors-direct effect on EI

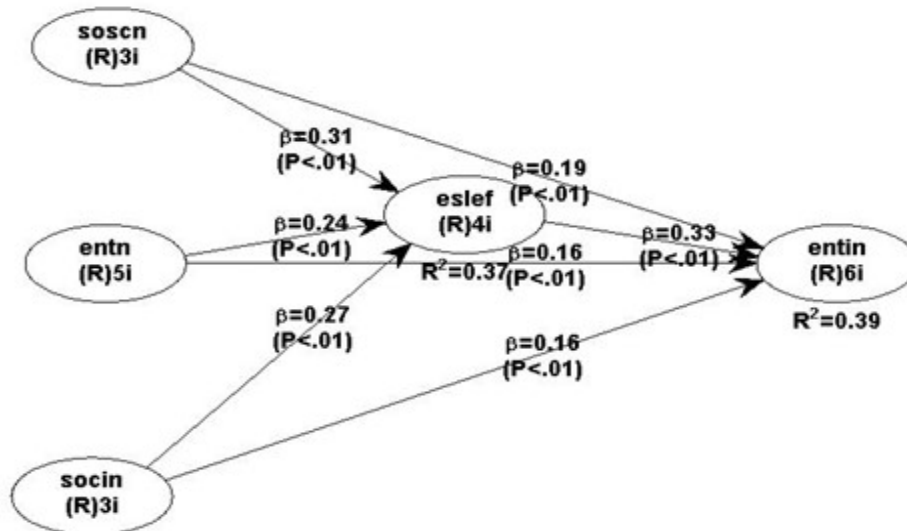
The path coefficients and significance values are presented in the table 4.63

Table 4.63: Path Coefficient: Direct Effect

<i>Direct Relationship to EI</i>	<i>Path coefficient</i>	<i>P value</i>
<i>Societal subjective norms to EI</i>	0.29	<0.001
<i>Entrepreneurial Education to EI</i>	0.23	<0.001
<i>Social networking to EI</i>	0.26	<0.001

Source: Survey data

From Table 4.61 it is evident that all the paths are significant (p-value <0.05). To identify the Mediation Effect of ESE on its relationship between external factors and EI, ESE is introduced. The structural diagram after introducing ESE is presented using Figure 4.29



Source: survey Data

Figure: 4.29: The Direct and Indirect path coefficients with ESE as the Mediating Variable

The path coefficients and the significant values after the introduction of ESE is presented in the Table 4.64

Table 4.64: The Direct and Indirect path coefficients with ESE as the Mediating Variable

<i>Direct Relationship to EI</i>	<i>Path coefficient</i>	<i>P value</i>
<i>Societal subjective norms</i>	0.31	<0.001
<i>Entrepreneurial Education</i>	0.24	<0.001
<i>Social networking</i>	0.27	<0.001
<i>Societal subjective norms</i>	0.19	<0.001
<i>Entrepreneurial Education</i>	0.16	<0.001
<i>Social networking</i>	0.16	<0.001
<i>ESE to EI</i>	0.33	<0.001

Source: Survey Data

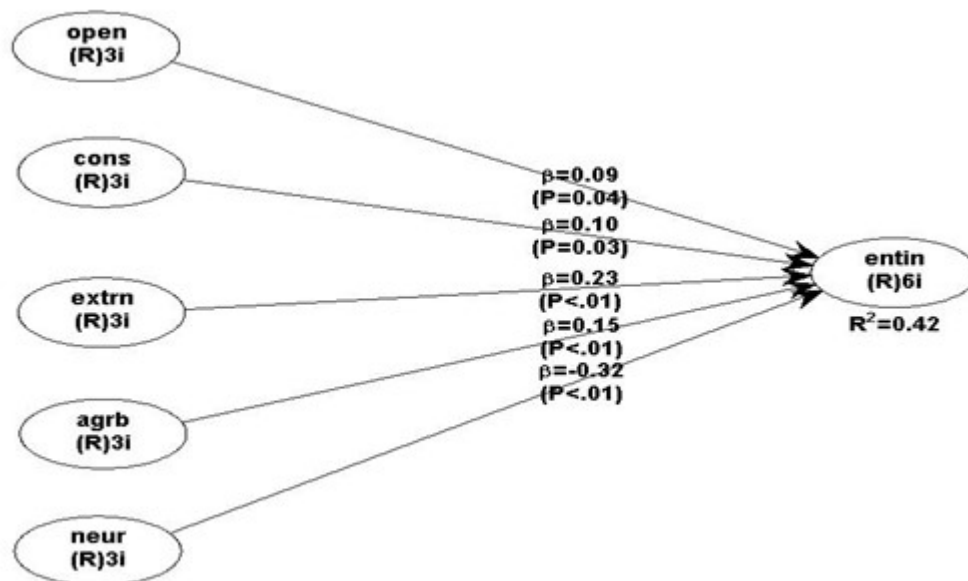
The results of the mediation test can be summarized as

- ESE has a significant relation with EI.

- All the three dimensions - subjective norms, Entrepreneurial Education and Social networking have shown a significant path to EI initially and continue to be significant with the introduction of ESE.
- As the total effect decreased and the R² increased, there exists the mediation effect and this mediation is only partial.

4.14.5 Personality factors

Before introducing the ESE, the Direct effect of Personality factors on Entrepreneurial Intention is identified. The path diagram presenting the direct effect of all the five dimensions of personality traits on EI is depicted in Figure 4.30



Source: Survey Data

Figure 4.30: Personality factors- direct effect

The path coefficients and path significance are tabulated in Table 4.65

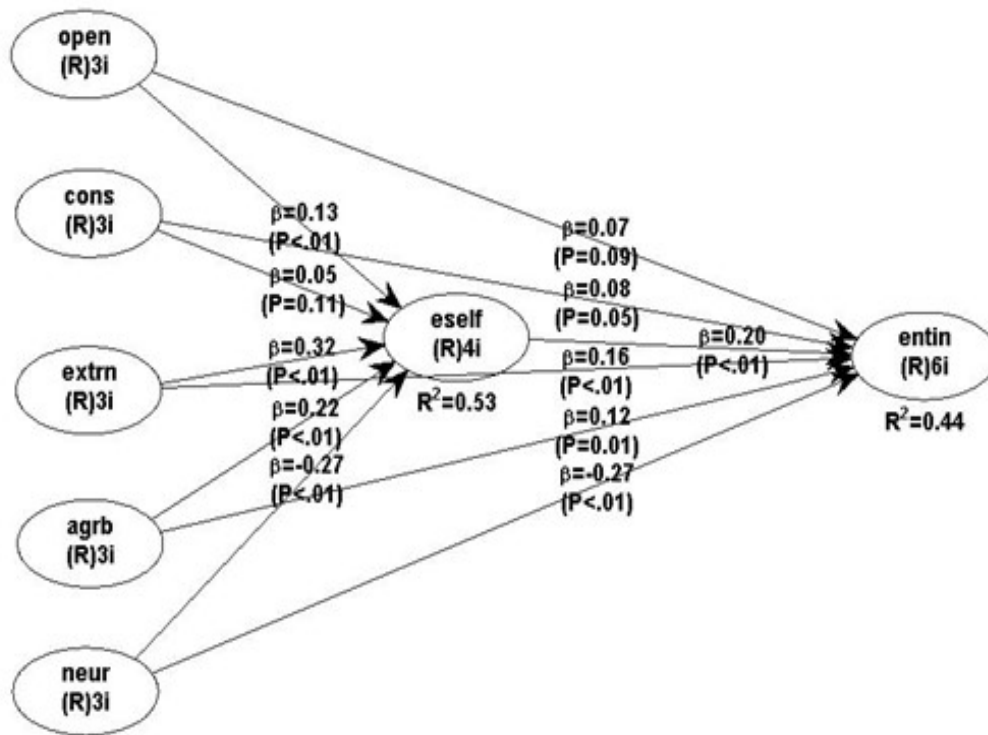
Table 4.65: Path Coefficient: Direct Effect

<i>Relationship</i>	<i>Path coefficient</i>	<i>P value</i>
<i>Openness to EI</i>	0.09	.04
<i>Conscientiousness to EI</i>	0.10	.03
<i>Extraversion to EI</i>	0.23	<0.001
<i>Agreeableness to EI</i>	0.15	<0.001
<i>Neuroticism to EI</i>	0.32	<0.001

Source: Survey Data

From the table it is evident that all the paths are significant (p-value<0.05).

Next, ESE has been introduced to identify the Mediation Effect of ESE on its relationship between personality factors and EI, and the structural diagram after introducing ESE is shown in Figure 4.31.



Source: Survey Data

Figure4.31: The Direct and Indirect path coefficients with ESE as the Mediating Variable

Direct and Indirect path coefficients and the significance level are tabulated in Table 4.66

Table 4.66: The Direct and Indirect path coefficients with ESE as the Mediating Variable

<i>Direct Relationship to EI</i>	<i>Path Coeff.</i>	<i>p-value</i>
<i>Openness to ESE</i>	0.13	<0.001
<i>Conscientiousness to ESE</i>	0.05	0.11
<i>Extraversion to ESE</i>	0.32	<0.001
<i>Agreeableness to ESE</i>	0.22	<0.001
<i>Neuroticism to ESE</i>	0.27	<0.001
<i>Openness to EI</i>	0.07	0.09
<i>Conscientiousness to EI</i>	0.08	0.05
<i>Extraversion to EI</i>	0.16	<0.001
<i>Agreeableness to EI</i>	0.12	0.01
<i>Neuroticism to EI</i>	.27	<0.001
<i>ESE to EI</i>	0.20	<0.001

Source: Survey Data

The result obtained can be summarized as

- ESE has a significant relation with EI.
- Openness and Conscientiousness shown a significant direct effect on EI initially but when ESE was introduced the paths Openness to EI and Conscientiousness to EI were insignificant. This indicated a fully mediation effect of ESE on these two relations.
- The other dimensions Extraversion, Agreeableness and Neuroticism have shown a significant path to EI initially and continue to be significant with the introduction of ESE.
- As the total effect decreased and the R^2 increased, there exists a mediation effect.

- There exists only partial mediation in these three cases as these three constructs have shown a significant direct relation with EI.

Thus, the proposed Hypotheses were tested using SEM. The summary of Hypothesis tested is given in Table 4.67

Table 4.67: Summary of hypotheses testing Results

<i>Hypothesis #</i>	<i>Hypothesis Description</i>	<i>Hypothesis Supported?</i>
<i>H2</i>	Attitude has an influence on ESE	<u>Yes</u>
<i>H2a</i>	Attitude Towards setting up new business has an influence on ESE	<u>Yes</u>
<i>H2b</i>	Attitude Towards risk taking has an influence on ESE	<u>No</u>
<i>H3</i>	External Factors have an influence on ESE	<u>Yes</u>
<i>H3a</i>	societal subjective norms have an influence on ESE	<u>No</u>
<i>H3b</i>	Entrepreneurial Education has an influence on ESE	<u>No</u>
<i>H3c</i>	Social networking has an influence on ESE	<u>Yes</u>
<i>H4</i>	Personality factors have an influence on ESE	<u>Yes</u>
<i>H4a</i>	Openness has an influence on ESE	<u>Yes</u>
<i>H4b</i>	Conscientiousness has an influence on ESE	<u>No</u>
<i>H4c</i>	Extraversion has an influence on ESE	<u>Yes</u>
<i>H4d</i>	Agreeableness has an influence on ESE	<u>Yes</u>
<i>H4e</i>	Neuroticism has an influence on ESE	<u>Yes</u>
<i>H5</i>	ESE has an influence on EI	<u>Yes</u>
<i>H6</i>	ESE mediates the relationship of Attitude with EI	<u>Yes</u>
<i>H7</i>	ESE mediates the relationship of External Factors with EI	<u>Yes</u>

<u>H8</u>	ESE mediates the relationship of personality Traits with EI	<u>Yes</u>
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Source: Survey Data

4.15 Chapter Summary

This chapter deals with the data analysis and interpretation. The initial part of the chapter analyzed the current status of the coir industry with respect to number of establishments, production and consumption, price, employment generation, training and development, domestic market and export market promotion. The secondary data is tabulated and analyzed using percentage analysis. The results were presented using Bar charts, Pie charts and Frequency tables. The analysis revealed that the number of establishments in the coir sector has shown a gradual increase during the years 2012 to 2017.

The production analysis of coir products from 2010 to 2017 revealed that coir fibre production has increased to 6.08%, Coir yarn to 11.59%, Coir products to 10.25%, Coir rope to 12.35%, Curled coir to 13.22% and Rubberized coir to 11.38%. Consumption of coir products has increased drastically during the years 2010 to 2017. Price of retted fibre increased only to 0.48% during the years under analysis whereas the price of un-retted fibre decreased. The number of people employed in the coir industry were also increased to 4.31% in the country and to 1.08% in the case of Kerala during the years 2010 to 2017. The number of coir units set up under the CUY scheme has shown 123.6% increase in 2016-17 as compared to 2013-14. The total export quantity of the coir products increased to 27.26% and total export value to 20% from 2015-16 to 2017-18. Coir pith constituted maximum share in quantity as well as value of the total exports from India during the years under analysis.

The second part of the analysis tested the proposed hypotheses based on demography. The influence of demographic factors on ESE and EI were tested. The statistical analysis found that the factors such as Educational background, work experience and Role model influence the ESE of the NE whereas marital status, Employment status of the spouse/Parent, work experience and the Role model influence the EI of the NE.

The third part of the Analysis tested the hypothesized model. Multiple regression analysis using SPSS and structural equation modeling using Warp PLS software were carried out to test the hypothesized relationship. The results indicated that attitude, External factors and Personality Traits of the NE influence his ESE. ESE has got a positive influence on EI and ESE partially mediate the relationship between Attitude, External Factors and Personality Traits to EI.

CHAPTER 5

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Chapter Overview

In this chapter the findings of the study are summarized under each section. In the beginning the major findings related to coir industry are described which is followed by the findings regarding demography and proposed model analysis. The conclusions based on the study results are drawn and presented. Recommendations and directions for future research are given at the end of the chapter.

5.2 Findings on the current status of coir industry in India

An assessment of coir industry based on parameters like number of establishments, production and consumption status, employment generation status, training and development status and entrepreneurship, domestic market and export market analysis has been done based on the secondary data (Annual Reports of coir Board). The findings are as follows:

5.2.1 The number of establishments

The coir sector has shown a gradual increase during the years 2012 to 2017. A hike of 10.28%.has been reported in the country and 4.36% increase in the state.

The reason may be government intervention and overall acceptance of coir and natural products among the people.

5.2.2 Production and Consumption

Production and consumption of most of the coir products have increased during the years 2010 to 2017.As compared to the coir fibre, production of new products like rubberized coir products has shown much increase. Consumption rate of coir products also increased drastically. This indicate a switch to coir products from other substitute products.

The new applications of the coir products may be the reason for increase in the consumption rate of coir. Fiber Bhoovastra has been acknowledged as a good semi-permanent perishable geo-textile for many soil-applied science applications. The fiber pith is providing wealth, which up to now, thought of as a problematic waste. Coir ply can substitute the conventional plastic boards, hardboards and MDF boards without harming the natural forest (Fernandez 2003). The fibre geo-textiles are often customized to specific necessities as per the geographical conditions. Being perishable and eco-friendly it's better substitute for geo-synthetics (Pillai 1994). It could also be helpful in facing the major ecological threat like soil erosion especially the topsoil erosion, which sustains life on earth (Fernandez 2003).

Even though the consumption has increased for the coir products in the country, the production and consumption analysis together in the past years disclosed the fact that the consumption rate of coir products are lower as compared to the production in the country. This is a clear indication for the need to find new markets for coir products.

5.2.3 Employment generation and social empowerment

The number of people employed in the coir industry has increased during the years 2010 to 2017. The increase rate in Kerala is comparatively low as compared to the country as a whole. The increase rate is 4.31% when we take the country as a whole and 1.08% in the case of Kerala.

5.2.4 Training and development and entrepreneurship

To encourage a sustainable growth in the coir industry, Government of India come up with a new scheme called Coir Udyami Yojana. It is a credit linked subsidy scheme implemented by Coir Board. These intervention helps to attract more people to coir industry to start their own venture. These interventions help to increase the number of household units set ups from 262 in 2012-13 to 586 in 2016-17.

5.2.5 Market promotion

Total export quantity of coir has increased to 27.26% and total export value to 20% from 2015-16 to 2017-18. This is a clear indication for the acceptance of Indian coir products in the international market. During the years under analysis, the products which show an increase in both their export quantity and value are Coir Pith, Coir Fibre, Tufted Mat, Geo textiles, Coir Yarn, Handloom Mattings, Rubberized Coir, Coir Other Sorts, Power loom Mat and Power loom Matting.

5.3 Demographic profile and Entrepreneurial intention

5.3.1 Gender

Many researchers found gender to be a significant factor in deciding the entrepreneurial intention of a person. To mention a few PiotrTomski (2014) conducted research on management students and the study result revealed that EI levels were high in men as compared to their women counterparts. Wilson et.al (2009) discovered that gender had a solid impact on molding entrepreneurial self-efficacy and entrepreneurial intention. Males were found to exhibit higher self-efficacy and entrepreneurial intention than their female counterparts.

Coleman and Kariv (2013) also found that as compared to men women lack self confidence in overcoming their perceptions on institutional barriers to access finance to develop their firms.

Even though most of the research results revealed that males are more inclined to start a venture, the analysis of the present study confirmed that there exists no significant difference in the ESE and EI of NEs based on their gender. One of the interpretations for this could be the nature of the sample. More than 90percentage of our respondents are women. In fact, coir industry is assumed to be a women centric industry. Almost 80 percent of the workers engaged in spinning and fibre extraction are women (Senthilkumar 2015).

As it is a traditional industry, the 'environmental factor influence' may not exert substantial influence to make any difference in the intention level between the gender.

5.3.2 Distribution of the Respondents based on their Age group

In entrepreneurial literature there exist studies which show positive influence of age on EI. Usually entrepreneurship is said to be associated with younger generation. But Baruch and Case (2014), in their study conducted on students, found that ESE and EI are increasing with increase in age. The authors argue that this may be due to the higher experience the older people are possessing as compared to their younger counterparts. The study results of the present study conclude that there is no significant difference in the entrepreneurial intention among different age group. The reason may be due to the fact that as it is a household business, most of the family members are involved directly or indirectly in the business irrespective of their age. So, at a particular stage they may think about starting their own venture.

5.3.3 Distribution of the Respondents based on their Education

The analysis of the data implied that the EI and ESE levels of the NEs vary with their levels of education, meaning there is a significant difference in the EI and ESE of those who completed plus two and graduation as compared to those who studied only up to SSLC. From this it can be concluded that education has got significant effect on the EI and ESE of the Nascent entrepreneurs. This study results are in congruence with the findings of Rokhman and Ahamed (2015), Hatak et. al (2014) where the authors state that formal schooling has an influence on the decision to take up entrepreneurship.

5.3.4 Marital Status

The study results revealed that there exists no significant difference in the EI of married respondents as compared to the unmarried NEs. The study conducted by Pfeifer et.al (2014) on university students confirmed that marital status exerts no significant influence on shaping the self -efficacy perceptions of the student. In the case of coir industry also we could not find any influence of marital status on either the ESE or EI of the respondents.

5.3.5 Spouse/ Parent's Employment Status

The research study found that Spouse/ Parent's Employment Status has an influence on the EI of the entrepreneur but not on the ESE.

5.3.6 Work experience

Bandura (1997) states that personal experience is the most powerful source of self-efficacy. Krekar and Coric.(2013) also concluded that the new experiences can change a person's ESE. The present study results are also in congruence with these studies. In the case of NEs in coir industry there exists a significant difference in the ESE based on their work experience in the industry. The work experience in the coir sector may help them to understand more on the technical as well as the management side of the coir business. This knowledge might have increased their perception on doing the business.

5.3.7 Presence of Role model in the family or immediate friend's circle

The present study results revealed that there exists a significant difference in the EI levels of NEs who have a role model as compared to the ones who don't. In many of the research studies, this relationship is evident. Espiritu-Olmos and Sastre-Castillo (2015) suggest that the presence of father or another close relative as an entrepreneur contributes positively to one's EI. Even though there are variations in the way and the extent to which a successful role model influences a person, the influence is prominent. Saeid Karimi et al. (2014) found that the role models indirectly influence the EI whereas Van et al.(2006) in their study conducted on students concluded that the activities of the role models significantly influence the respondents' intention to own a business of their own.

5.3.8 Annual income of the family

By analyzing the annual income of the respondents, it can be understood that most of the respondents are from middle income or lower income group. 337/402 respondents have family annual income less than 3 lakhs. The findings of the present study could not reveal

any significant relationship between the ESE and annual income. Annual income of the family is not found to influence either the EI or ESE of the nascent entrepreneur.

5.4 Findings based on the Model

The main objective of the study is to identify the factors contributing to EI among the NEs of Coir industry. The theoretical model is tested and the significant relationships identified are discussed in detail in this chapter.

5.4.1 Attitude Towards setting up new business

The NEs attitude towards setting up new business is found to influence the ESE of the NE. The study results are in consistent with the research findings in the entrepreneurial literature.

Karimi et al. (2014) conducted a study on the university students of Iran and found that Attitude towards Entrepreneurship always transformed into Entrepreneurial Intention Tegtmeier (2012) conducted research on German students and his analysis confirmed that EI is significantly influenced by an entrepreneur's attitude towards setting up the new venture, his societal subjective norms and perceived behavioural control.

Krueger et al (2000) have found substantial correlation between one's own attitude towards self-employment and Entrepreneurial Intention. Similarly, Franke and Luthje (2004) have provided empirical evidence for positive impact of one's attitude towards setting up new venture and Entrepreneurial Intentions through their study on business students in USA.

People who do not have positive attitude towards entrepreneurship certainly do not have any intention to be involved in any entrepreneurial activities (Bosma and Schutjens 2007). The present study results also indicate that attitude influence the EI through ESE.

5.4.2 Attitude Towards risk taking

The analysis of the study revealed that the attitude towards risk taking has an insignificant relationship with the ESE of NEs as against the findings mostly seen in entrepreneurial literature. There are many entrepreneurial studies which show a positive relationship of risk taking on EI. Persons who are high in their risk-taking propensity would prefer entrepreneurship as their career option (Douglas and Shepard 2000; Koh 1996; Sexton and Bowman 1983,1984)

But there are literatures which perceive risk taking as not an important characteristic of the entrepreneur. Tyszka et al. (2011) investigated the risk-taking propensity of entrepreneurs on a sample of two groups of entrepreneurs- necessity driven and opportunity driven. They found that entrepreneurs are not risk prone as compared to workers but they happened to do risky investment as part of their job. So, the researchers identified that the entrepreneurs are not inclined to take risk or it is not their personal choice but they happened to take risk as their work calls for it. So, the authors concluded that “risk-proneness is not a specific characteristic of entrepreneurs.

Psychologists are also not yet definitive on the matter of entrepreneurs being more risk inclined than other individuals. Brockhaus (1980) found no critical distinction amongst business owners and managers in risk taking affinity. In similar studies conducted by Masters and Meier (1988), no distinction in risk taking propensity was found between start-up business owners and managers.

As in the case of NEs, in the coir sector also the risk-taking attitude was not found significant in determining the ESE. This may be because for us, the act may seem to be risky because we are unfamiliar with the business environment. But for the respondents, coming from an environment where the coir business is persistent for years, the act may not be risky .This conclusion can be seen in the research of Tyszka et al.2011, where the

researchers conclude that for an observer the entrepreneurship may be risky because of his lack of knowledge and expertise in this field.

5.4.3 External Factors

Environmental Factors are critical determinants of individual decision to start up new venture (Sternberg and Wagner 2005; Bosma and Schutjens 2007). Boyd and Vozikis (1994) argue that Intentions can be affected by an individual's attitudes, beliefs and how he perceives his physical and social environment, and his perception in turn is influenced by his individual background factors . Our study results also revealed a significant relationship between External factors and EI through the ESE.

5.4.4 Societal subjective norms

In most of the existing entrepreneurship literature, subjective norms are found to influence the EI and ESE of the entrepreneurs. To mention a few Gelderen et al., (2008) revealed the significance of parents, friends and others on Entrepreneurial Intentions of an individual. An empirical study conducted by Brunderl and Preisendorfer (1998) identified positive impact of parents, peers and other close relatives on forming one's intention towards Entrepreneurship. Kolvereid, (1996) empirically found that students' Entrepreneurial Intention is influenced by their family and friends (Kolvereid, 1996).

The research findings of this study are incompatible with the existing literature. In the case of coir industry, the SSN is found to have no significant relation on the ESE of the NE. The interpretation may be attributes to the specific industry characteristics. As it is a traditional industry, most of the people surrounding the NEs are engaged in the same activities such as spinning or retting of the fibre. They all are more or less identical in their attitude towards engaging in coir business. So, as the society has shown a similar favourable perspective on coir industry, the SSN could not exert any identifiable difference in the ESE of the NEs.

5.4.5 Entrepreneurial Education

The present study confirmed that EE has no influence on ESE. In the existing entrepreneurship literature, there are many studies (Küttim et al. 2014; Shahab et al.2018), which reveal a positive relationship of EE with ESE. There are also studies which reveal a negative relationship between education and EI (Espíritu-Olmos and Sastre-Castillo 2015).

5.4.6 Social Networking

The analysis of the present study showed that SN has an influence on ESE. Social Networking especially within the entrepreneurship circle, enhances the entrepreneur's perception on ease of doing the business. The present study results were in parallel with the study results of Batjargal (2010) and Zhao et al (2010) where they found that social networking is positively related to entrepreneurship. Many researchers suggested that supportive social networks are crucial in building the nascent entrepreneur's self-confidence (De Carolis et al.,2009).

5.4.7 Personality factors

The study results suggested that personality factors do influence the ESE of the NEs. The existing entrepreneurship literature also conclude the same. In a study conducted on public university business students of Spain by Espíritu-Olmos and Sastre-Castillo (2015), it was found that the personality characteristics of the entrepreneur affect the entrepreneurial intention more significantly than the work values. The present study analyzed the influence of big five personality traits on the ESE of the NEs and found that four among the Big Five Personality factors do influence the ESE.

5.4.8 Openness

Openness is found to influence the ESE of the NE. In 2007 Rauch and Frese's found that generalized self-efficacy of an entrepreneur and his tolerance to stress level are positively correlated with new business creation. In the case of coir sector, a lot of experiments have

been going in the case of technology, product diversity and new market innovations. An NE can survive only if he is open to these changing environments.

5.4.9 Conscientiousness

In the context of coir industry conscientiousness is found to have no influence on the ESE of the NE.

5.4.10 Extraversion

Extraversion is found to have an influence on ESE. An extrovert person is likely to have a strong network with his environment. These networking can supplement the person with crucial knowledge and paved way to access the desired resources. This would enhance ones' self-confidence, (De Carolis et al.2009). Shane (2003) also identified that extrovert personality trait is correlated with entrepreneurship and more extroverted people are likely to create better performing firms.

5.4.11 Agreeableness

Agreeableness is found to exert a positive influence on ESE. The present study results are in consistent with Leutner et al. (2014). The researchers conducted study among 690 online participants and concluded that extraversion and agreeableness were the only Big Five dimensions that significantly predicted entrepreneurial success. But Agreeableness is not associated with the intention to start a business (Zhao et al. 2010).

5.4.12 Neuroticism

Neuroticism is found to influence negatively on the ESE of the NE. As the entrepreneurial career demands ability to maintain emotional stability even in drastic situations, a neurotic person may not able to perceive entrepreneurship as his career choice.

5.4.13 Entrepreneurial Self Efficacy

The data analysis of the present study suggested a significant positive relationship of ESE with EI. There exist a lot of studies in entrepreneurial literature which indicated the same. Many researchers found self- efficacy, especially Entrepreneurial Self Efficacy (McGee et

al. 2009), as an important antecedent to Entrepreneurial Intention (Chen et al. 1988; Boyd and Vozikis 1994; Zhao et al. 2005; Barbosa et al. 2007; Markman et al. 2005; Wilson et al. 2007; Townsend et al. 2010).

Franke and Lutjhe (2004) conducted a study to investigate the EI of college students and found that there exists a positive correlation between how the students perceive their enablers and obstacles in the way of setting up new venture. Researchers argue that EI can be well predicted by understanding the ESE of an individual (Baughn et al. 2006; Krueger et al. 2000; Peterman & Kennedy 2003; Segal et al. 2002, 2005). The present study also revealed the role of ESE in determining the EI of the NEs.

5.5 Conclusion of the study

As green and eco-friendly industry, the growth of coir industry is the need of the hour. It plays a crucial role in maintaining the ecological balance through its biodegradable ecofriendly products such as coir wood and coir geotextile. New entrepreneurs should come forward to preserve the coir industry. The research study proposes a model where the main drivers of ESE are addressed and the role of ESE in predicting the EI of the NEs in the context of coir industry in Kerala is also explained. Till now many researchers have viewed entrepreneurship through the lens of theories such as Economic Entrepreneurship Theories, Psychological Entrepreneurship Theories, Sociological Entrepreneurship Theory, Anthropological Entrepreneurship Theory, Opportunity-Based Entrepreneurship Theory and Resource- Based Entrepreneurship Theories. Extensive literature review helped the researcher to contextualize these factors with respect to the coir industry in Kerala.

In the context of Kerala, the gender and age are not a constraint in forming the ESE. As it is a traditional household industry, All the family members are found to be involved in business irrespective of their age or gender. Providing a formal education may help them to have better perceptions of their abilities to become an entrepreneur in coir sector. Work experience helped to enhance the knowledge of the technical as well as the management

aspects of the industry and would enhance self-efficacy of the entrepreneur. The presence of the role model is also found to influence the ESE.

The study concluded that Attitude, External factors and the personality traits would enhance the ESE level. Attitude towards setting up a new business is found to influence the ESE whereas the attitude towards risk-taking is not. Among the environmental factors, Social networking is found to influence the ESE. The reason may be due to the fact that social networking helps the NE to have access on the suppliers, customers and other resources in the entrepreneurship circle.

The Big Five personality traits, except conscientiousness, are found to contribute to ESE. Even though the respondents are familiar with the coir industry, a neurotic trait is found to decrease the ESE of the NE.

5.6 Contribution of the study

To the best of researcher's knowledge, no existing study has exploited the ESE and EI of the NEs in coir industry. As coir industry has immense potential to expand in this time where the whole world thinks about go green and nature conservation, new diverse ventures in the coir sector should be established. The research study identified the factors influencing the ESE and EI and also developed an EI model with respect to the NEs in coir industry. The study results have both managerial as well as theoretical implications.

5.6.1 Theoretical Implications

Theoretical implications of this study include

Through extensive literature survey, a frame work to assess the ESE and EI of the NEs in the Coir sector was constructed and the same was validated empirically through statistical analysis of data collected from 402 respondents.

The common antecedents of ESE were established and the mediating role of ESE between the independent variables (Attitude, External factors and Personality trait) and EI was statistically proven.

5.6.2 Practical implications

The practical implications of the study may include.

Policy change: The antecedent identified to influence the EI and ESE of the NEs, would be useful to the state as well as central government bodies to design policies to attract many potential entrepreneurs to the coir sector. The current status analysis of the coir industry and the observations made in this research are an indicator to the areas of intervention demanded by coir sector for its upliftment.

Curriculum designing for entrepreneurs: The Entrepreneurial Development programmes are an inevitable part of the governments intervention to attract more prospective entrepreneurs to this sector. Entrepreneurial education in terms of seminars and workshops is a vital component of most of the Entrepreneurship Development policies such as CUY. Better understanding on the specific areas which enhances the ESE and EI of the prospective entrepreneurs of the coir Sector would help in customizing the curriculum for these programmes.

5.7 Recommendations

The following recommendations are made based on the data analysis, observation and extensive literature survey.

5.7.1 Policy changes:

Coconut husk collection: The coconut husk is the primary raw material for coir industry. The lack of systematic husk collection techniques causes reduced availability of the raw material and increases the raw material cost and production cost. A government level intervention should be made for the systematic collection of coconut husk is very much needed. The policies should be developed to collect and disseminate the husk locally with the involvement of coir cooperative societies, NGOs, and other SHGs.

Consumption and production gap: The production-consumption analysis of the coir products reveals that there exists a gap between the production and consumption rate. The production exceeds consumption on most of the coir items such as coir fibre, coir yarn, Coir rope , Curled coir and Rubberized coir .Appropriate techniques such as new market penetration should be advocated to fill this gap.

Market promotion: Targets of domestic market are not met. In the export market diversified coir products are on high demand. So, new policies should be taken to enhance the production of dynamic unique products. This could be achieved only through adoption and development of new technology. Technological innovations will also help to reduce cost cutting so that cheap substitute products should not grab the market of coir products.

5.7.2 Curriculum Designing: As the study results specifically pertaining to the coir industry, the results can be incorporated to customize curriculum for EDPs with respect to the needs of the prospective entrepreneurs. The focus should be given to attitude formation as the attitude of the NE is found to influence his ESE ($\beta = 0.260$).

As the attitude is found to influence the ESE positively, effort should be made to inculcate a favourable attitude towards setting up new business among the prospective entrepreneurs. The favourable attitude can be formed by making the person understand how advantages, attractive, and satisfying an entrepreneurship would be. Trainings should also focus on how to grab the entrepreneurial opportunities and resources and also make them understand the edge of entrepreneurship over another career option.

The EDPs should provide an opportunity to meet successful entrepreneurs in the coir sector which may lead to role model formation.

External factors are found to influence the ESE ($\beta = 0.206$). Among the external factors social networking contributes to developing the ESE. Network building techniques should be included in the EDPs especially on building family networks and other social network

which would help at time of starting up the business and whenever facing business difficulties.

EDP should also concentrate more on enhancing the personality traits ($\beta = 0.359$) of the entrepreneur. The traits such as extroversion, agreeableness and openness are to be developed. Openness can be inculcated by mentoring them to enhance their imagination and artistic values and also guide them to think original. In order to inculcate the trait of extraversion, training should be provided to enrich the communication abilities and also make them outgoing. Training should be given on how to handle drastic environmental conflicts during the setting up of a business and not being neurotic. This would enhance their ESE and ultimately lead to strong EI.

ESE is found to be a significant factor which contributes to EI ($\beta = 0.553$). Therefore, development of ESE should be the major focus in any Entrepreneurship development Programmes. ESE can be developed by providing training on problem handling, focusing the mind on business goals, enhancing the skills and abilities which would be needed for starting and running a business and also on how to deal with business risks.

The Entrepreneurial development programmes should provide an opportunity to meet successful entrepreneurs in the coir sector which may lead to role model formation.

5.8 Limitation of the study

The study is not devoid of limitations. Firstly, the study results cannot be generalized in the Indian context. The study results are applicable to the ecosystem of Kerala. Secondly, the NEs are identified only from the attendees of EDP. Other gustation activities of the NEs such as collection of raw materials, seeking information regarding starting up of new business, preparation of business plan etc. are not taken into consideration. Thirdly, only limited antecedents of ESE and EI could be identified.

5.9 Directions for Future Research

For future research more antecedents of ESE can be explored and a gender specific study on the influence of these antecedent factors on ESE can be examined. Moderating effect of socio-environmental factors on the relationship between ESE and EI can be included in the future research. The present study is limited only to the state of Kerala. A comparative study on the antecedents of EI among different coir producing states in India can be explored in future study. The scope of this study can also be extended further to other traditional industries such as Cashew, Khadi, Handloom and other village industries.

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Appendix I
Entrepreneurial Intention Questionnaire

Instructions: The questionnaire includes two parts. Part 1 deal with personal details and Part 2 ask for your level of agreement with given statements. Please complete the questionnaire by ticking on the appropriate boxes. Please make sure that all the fields are filled correctly. The information given by you will be kept completely confidential and will be used only for research work.

PART 1

Please mark your responses in the appropriate column using a Tick mark

1 Name(Optional):

2 Gender :

Male	
Female	
Transgender	

3Age:

18-25	>25-35	>35-45	>45	Above 45

2 Educational background

Up To SSLC	Plus Two/ Pre Degree	Degree/ Diploma	PG and Above	Any other

3 Marital status

Married	Unmarried	Widow/separated

4 Employment status of the spouse/Parent

Employed	unemployed	Self Employed

5 Work experience in the relevant field(in Years)

Nil	1-2 Years	>2-5 Years	More Than 5 Years

8 Presence of Role model in the family or immediate friend's circle

Yes	
No	

9 The annual income of the family

≤ 3 Lakhs	
> 5-7 Lakhs	
More Than 7 Lakhs	

PART 2

Please Indicate your level of agreement with the following sentences from 1 (total disagreement) to 7 (total agreement)

ATTITUDE

1. Attitude towards setting up new business

Indicate your level of agreement with the following sentences from 1 (total disagreement) to 7 (total agreement)

	1	2	3	4	5	6	7
1) Being an entrepreneur implies more advantages than disadvantages to me							
2) A career as entrepreneur is attractive for me							
3) If I had the opportunity and resources, I would like to start a firm							
4) Being an entrepreneur would entail great satisfactions for me							
5) Among various options, I would rather be an entrepreneur							

2. Attitude towards risk taking

Indicate your level of agreement with the following sentences from 1 (total disagreement) to 7 (total agreement)

	1	2	3	4	5	6	7
1) I do not avoid taking risks.							
2) I am not afraid of taking risks							
3) I like taking risks							

EXTERNAL FACTORS

1 Societal subjective norms

If you decided to create a firm, would people in your close environment approve of that decision? Indicate from 1 (total disagreement) to 7 (total agreement)

	1	2	3	4	5	6	7
1)Your close family							
2)Your friends							
3)Your colleagues							

2 Entrepreneurial Education

To what extent the EDP helped you develop any of those aspects? Indicate from 1 (to no extent) to 7 (to a great extent)

	1	2	3	4	5	6	7
1)Knowledge about the entrepreneurial environment							
2) Greater recognition of the entrepreneur's figure							
3) The preference to be an entrepreneur							

4)The necessary abilities to be an entrepreneur							
5) The intention to be an entrepreneur							

Social networking

Indicate your level of agreement with the following sentences from 1 (total disagreement) to 7 (total agreement)

	1	2	3	4	5	6	7
1)My family has social relationships that can help my business (future business).							
2) I have social networks that can assist my business development in different ways.							
3) I have social networks that I can count on for help when I have business difficulties.							

PERSONALITY TRAITS

Indicate your level of agreement with the following sentences from 1 (“does not apply to me at all”) to 7 (“applies to me perfectly”)

1. Openness

I see myself as someone who...

	1	2	3	4	5	6	7
1) Is original, comes up with new ideas							
2) Values artistic experiences							
3) Has an active imagination							

2. Conscientiousness

I see myself as someone who...

	1	2	3	4	5	6	7
1) Does a thorough job							
2) Does things effectively and efficiently Efficient							
3)Tends to be Lazy							

3 Extraversion

I see myself as someone who...

	1	2	3	4	5	6	7
1) Is communicative, talkative							
2) Is outgoing, sociable							
3) Is reserved							

4 Agreeableness

I see myself as someone who...

	1	2	3	4	5	6	7
1) Has a forgiving nature Forgiving							
2) Is considerate and kind to others							
3) Is sometimes somewhat rude to others							

5 Neuroticism

I see myself as someone who...

	1	2	3	4	5	6	7
1) Worries a lot							
2) Gets nervous easily							
3) Is relaxed, handles stress well							

Entrepreneurial Self-Efficacy

Indicate your level of agreement with the following statements from 1 (total disagreement) to 7 (total agreement)

	1	2	3	4	5	6	7
1) I have confidence in my ability to handle problems that could possibly arise if I have my own business.							
2) I can do anything if I set my mind on doing							
3) Overall, my skills and abilities will help me start a business.							
4) If I were to start a new business, I know how to deal with the risks involved.							

Entrepreneurial Intention

Indicate your level of agreement with the following statements from 1 (total disagreement) to 7 (total agreement)

	1	2	3	4	5	6	7
1) I'm ready to make anything to be an entrepreneur							
2) My professional goal is becoming an entrepreneur							
3) I will make every effort to start and run my own firm							
4) I'm determined to create a firm in the future							
5) I have very seriously thought in starting a firm							
6) I've got the firm intention to start a firm some day							

Appendix II

Combined loadings and cross-loadings

	atnb	atrt	soscn	entn	socin	open	cons	extrn	agrb	neur	ense	entin	Type (a SE	P value
ANB1	0.728	-0.041	-0.039	-0.031	0.130	-0.054	0.011	0.030	-0.018	-0.019	-0.064	0.022	Reflect 0.048	<0.001
ANB2	0.724	0.043	0.122	0.057	-0.025	0.038	-0.036	0.008	0.069	-0.017	-0.010	-0.024	Reflect 0.047	<0.001
ANB3	0.730	-0.028	-0.062	0.045	-0.020	-0.038	0.073	-0.121	-0.031	0.080	-0.009	0.120	Reflect 0.054	<0.001
ANB4	0.463	0.018	-0.121	-0.070	-0.097	0.041	0.012	0.061	-0.111	-0.047	-0.036	-0.022	Reflect 0.074	<0.001
ANB5	0.726	0.015	0.057	-0.026	-0.023	0.028	-0.057	0.044	0.051	-0.013	0.107	-0.105	Reflect 0.041	<0.001
ART1	0.092	0.852	0.037	-0.033	-0.002	-0.108	-0.021	-0.056	0.049	-0.044	0.079	0.009	Reflect 0.042	<0.001
ART2	-0.074	0.864	-0.072	0.078	0.020	0.075	0.005	0.099	0.021	-0.012	-0.086	0.007	Reflect 0.047	<0.001
ART3	-0.017	0.850	0.037	-0.046	-0.018	0.032	0.016	-0.044	-0.071	0.056	0.008	-0.016	Reflect 0.043	<0.001
SSN1	-0.067	-0.000	0.903	0.024	0.021	0.016	-0.032	0.039	0.003	-0.041	-0.062	-0.004	Reflect 0.034	<0.001
SSN2	0.036	0.039	0.905	0.024	-0.039	-0.020	0.015	-0.051	0.037	0.000	0.001	0.059	Reflect 0.039	<0.001

SSN3	0.032	-0.040	0.886	-0.049	0.018	0.004	0.017	0.013	-0.041	0.041	0.063	-0.056	Reflect	0.044	<0.001
EE1	0.003	-0.021	0.127	0.823	-0.075	-0.032	-0.086	0.021	0.067	0.200	0.050	0.128	Reflect	0.040	<0.001
EE2	0.039	-0.051	0.099	0.837	-0.040	0.004	-0.021	0.007	-0.047	-0.147	0.106	-0.075	Reflect	0.041	<0.001
EE3	0.012	0.119	-0.077	0.813	-0.050	0.013	0.013	0.010	0.069	0.005	-0.175	-0.041	Reflect	0.052	<0.001
EE4	-0.045	-0.044	-0.020	0.830	0.071	0.084	-0.018	-0.017	-0.024	-0.132	0.155	-0.054	Reflect	0.037	<0.001
EE5	-0.009	0.000	-0.151	0.721	0.107	-0.078	0.129	-0.022	-0.072	0.088	-0.160	0.049	Reflect	0.053	<0.001
SN1	-0.019	0.005	-0.017	-0.037	0.863	0.023	0.090	0.038	-0.065	0.016	0.062	0.064	Reflect	0.036	<0.001
SN2	0.013	0.038	-0.037	-0.007	0.880	0.007	-0.026	0.025	0.063	-0.008	-0.105	-0.007	Reflect	0.032	<0.001
SN3	0.005	-0.043	0.054	0.043	0.873	-0.031	-0.063	-0.062	0.001	-0.008	0.045	-0.056	Reflect	0.041	<0.001
OPN1	0.021	0.019	-0.011	-0.016	-0.037	0.891	0.028	-0.032	0.026	0.017	0.056	0.033	Reflect	0.031	<0.001
OPN2	0.032	-0.040	0.074	0.027	0.029	0.919	-0.006	-0.022	-0.057	0.016	0.013	-0.043	Reflect	0.036	<0.001
OPN3	-0.056	0.023	-0.068	-0.013	0.007	0.863	-0.022	0.057	0.034	-0.035	-0.073	0.012	Reflect	0.041	<0.001
CNS1	0.006	-0.036	0.001	-0.045	-0.055	0.079	0.908	-0.005	0.017	0.029	0.031	0.008	Reflect	0.042	<0.001
CNS2	-0.085	-0.006	-0.004	0.032	0.062	-0.037	0.914	0.053	-0.031	0.062	0.001	0.007	Reflect	0.038	<0.001

CNS3	0.085	0.045	0.003	0.014	-0.009	-0.045	0.850	-0.052	0.016	-0.098	-0.035	-0.016	Reflect	0.045	<0.001
EXN1	-0.025	-0.100	0.051	0.025	0.019	0.065	-0.048	0.850	0.008	-0.119	0.146	-0.009	Reflect	0.037	<0.001
EXN2	-0.028	0.022	0.069	0.058	-0.039	0.014	0.019	0.923	0.016	-0.115	-0.082	0.040	Reflect	0.032	<0.001
EXN3	0.056	0.078	-0.129	-0.091	0.024	-0.081	0.028	0.831	-0.026	0.250	-0.058	-0.035	Reflect	0.051	<0.001
AGNS1	-0.050	0.032	0.013	-0.026	-0.029	-0.039	-0.011	-0.001	0.877	0.046	0.033	0.011	Reflect	0.038	<0.001
AGNS2	-0.025	-0.099	-0.038	-0.064	0.002	0.003	-0.020	-0.100	0.880	-0.020	0.059	0.095	Reflect	0.040	<0.001
AGNS3	0.076	0.068	0.026	0.092	0.027	0.036	0.031	0.103	0.865	-0.026	-0.094	-0.107	Reflect	0.040	<0.001
NRTM1	0.005	-0.045	-0.040	-0.008	0.038	0.063	-0.049	-0.010	0.122	0.869	0.005	0.051	Reflect	0.041	<0.001
NRTM2	0.042	0.053	0.066	0.020	-0.051	0.009	0.006	-0.073	-0.032	0.885	0.052	-0.006	Reflect	0.045	<0.001
NRTM3	-0.047	-0.009	-0.028	-0.013	0.014	-0.072	0.044	0.083	-0.089	0.870	-0.058	-0.045	Reflect	0.049	<0.001
ESE1	-0.033	0.098	-0.057	-0.051	-0.058	-0.063	0.009	0.016	-0.008	0.020	0.842	0.074	Reflect	0.043	<0.001
ESE2	0.029	-0.064	-0.022	0.004	-0.049	-0.001	-0.137	-0.033	0.027	0.064	0.850	-0.043	Reflect	0.049	<0.001
ESE3	-0.022	-0.134	0.032	-0.038	0.115	0.062	0.020	0.002	-0.066	0.009	0.855	-0.015	Reflect	0.038	<0.001
ESE4	0.026	0.104	0.048	0.087	-0.009	0.001	0.111	0.015	0.049	-0.095	0.826	-0.015	Reflect	0.044	<0.001

E11	-0.059	-0.029	0.038	-0.006	-0.003	-0.057	0.032	-0.117	-0.084	0.023	0.166	0.837	Reflect	0.046	<0.001
E12	-0.017	0.055	-0.011	0.060	-0.074	0.002	-0.006	0.002	-0.022	0.054	0.079	0.832	Reflect	0.052	<0.001
E13	0.042	-0.014	0.111	-0.023	0.024	-0.021	0.050	-0.002	-0.026	-0.067	-0.111	0.826	Reflect	0.048	<0.001
E14	0.019	-0.014	-0.167	0.015	0.088	0.053	0.057	0.000	0.133	0.017	-0.092	0.785	Reflect	0.051	<0.001
E15	0.073	-0.090	0.114	-0.080	0.003	0.010	-0.038	-0.008	-0.012	-0.068	-0.036	0.770	Reflect	0.050	<0.001
E16	-0.054	0.090	-0.090	0.030	-0.034	0.018	-0.099	0.134	0.019	0.039	-0.017	0.783	Reflect	0.055	<0.001

Appendix III

List of Publications based on PhD Research Work

Sl. No	Title of the paper	Authors (in the same order as in the paper Underline the Research Scholar's name)	Name of the Journal/Conference/Symposium, Vol., No. Pages	Month & Year of Publication	Category *
1	The role of attitude on Entrepreneurial Intention: A study on Nascent Entrepreneurs of Indian Coir industry	<u>Remya S</u> and Kiran K B	International Journal of Applied Business and Economic research, Volume 15, pp.221-228	December 2017	1
2	A Study on Entrepreneurial Success Factors and a Planned Model to Build Self Efficacy among the Entrepreneurs in India	<u>Remya S</u> and Kiran K B	Advances in Economics and Business Management (AEBM), Volume 2, pp. 1160-1164.	July 2015	1

3	A Strategic Analysis of Customer Relationship Management Practices Adopted by SMEs in India	<u>Remya S</u>	Proceedings of IMRA - International Standard Book Number (ISBN) 978-0-9573841-3-2, pp.464-465	December 2015	4
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*Category: 1. Journal paper, full paper reviewed

2. Journal paper, Abstract reviewed

3. Conference/Symposium paper, full paper reviewed

4. Conference/Symposium paper, abstract reviewed

5. Others (including papers in Workshops, NITK Research Bulletins, Short

notes etc.)

(if the paper has been accepted for publication but yet to be published, the supporting documents must be attached.)

Appendix IV

Bio Data of the Researcher

REMYA. S

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Work Experience

- Works as Programme Manager at Additional Skill Acquisition Programme (ASAP), from January 2017 till date
- Assistant Professor at Department of Management, Mount Zion College of Engineering, Kadammanitta from April to June 2015
- Customer Service Executive at CMC limited at PSK cochin from October 2011 to October 2012

Educational Qualification

- Ph.D. from School of Management, National Institute of Technology Karnataka from July 2015 to June 2020
- Master of Business Administration (MBA) , National Institute of Technology Karnataka from 2009-2011
- BA English Literature, Mahatma Gandhi University, Kerala
Year of Pass out: 2009.

Publications

Journal publication

- Remya S and Kiran K B., (2017), “The role of attitude on Entrepreneurial Intention: A study on Nascent Entrepreneurs of Indian Coir industry”, *International Journal of Applied Business and Economic research*, (15), 221-228.

- Remya,S. and Kiran,K.B.,(2014), “A Study on Entrepreneurial Success Factors and A Planned Model to Build Self Efficacy among The Entrepreneurs in India” *Advances in Economics and Business Management* vol2(12),1160-1164

Conference paper

- Presented a paper titled “Eco friendly sustainable entrepreneurship in coir sector: The role of demographic factors at the International Conference on Sustainable Development and Education” organized by Department of Economics,Central University of Kerala,Kasaragod ,5th&6thMarch, 2020.
- Presented a paper titled “Entrepreneurship and sustainable Development: The Role of coir industry” at the International Conference on Sustainable Development and Education organized by Department of Economics,Central University of Kerala,Kasaragod, 5th&6thMarch, 2020.
- Presented a paper titled A Strategic Analysis of Customer Relationship Management Practices Adopted by Small and Medium Enterprises in India At The IMRA-IIMB International Conference held at Indian Institute of Management Bangalore (IIMB) on 16th to 18th December 2015
- Contributed a paper titled “A Study on Entrepreneurial Success Factors and A Planned Model to Build Self Efficacy among The Entrepreneurs in India” at the World Congress on Advance Management Practices in Business, Banking, Economics E-commerce, Marketing and Tourism 2015 on 26th to 27th September 2015 held at Javaharlal Nehru University, New Delhi

The above-mentioned data is true and correct to the best of my knowledge.

Place: NITK

Remya S.

04/06/2020