

ENTREPRENEURIAL INTENTION OF STUDENTS OF VETERINARY SCIENCES

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ABSTRACT

A huge human and livestock population together with ever expanding demand for livestock products offers countless entrepreneurial opportunities in livestock sector. Yet, the students of Veterinary science generally look for jobs in public sector. On the other hand, such job opportunities in public sector are shrinking. The need to inculcate entrepreneurial attitudes is most important now. In this backdrop, the present study was conducted to assess the entrepreneurial intention of students of Lala Lajpat Rai University of Veterinary and Animal Sciences, Hisar. The Entrepreneurial Intention Questionnaire developed by Linan and Chen (2009) was used to assess their entrepreneurial intention. The average entrepreneurial intention score was moderate with wide variation amongst respondents. The perceived behavior control and personal attitude towards entrepreneurship significantly influenced their entrepreneurial intention. Surprisingly, subjective norm did not affect their intentions. Gender significantly influenced the entrepreneurial intention with male students scoring higher entrepreneurial intention scores. Dedicated small time trainings, workshops, or other curricular means can be employed for fully exploiting the entrepreneurial opportunities in animal husbandry sector.

Keywords: Entrepreneurial intention, Veterinary students, Theory of planned behaviour

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Today, entrepreneurship is regarded as one of the best economic development strategies to develop a country's economic growth and sustain the competitiveness in facing the increasing trends of globalization. Entrepreneurship is seen as a critical factor in promoting innovation, creating employment opportunities and generating social and economic wealth in a country's economy (Johnson and Schaltegger (2020). India, with a rich resourceful and unique geographic and demographic advantage, has huge potential to innovate and foster entrepreneurs in animal husbandry sector. Due to commercialisable research areas, this sector offers significant potential for entrepreneurship (Henry and Treanor, 2010). But the success of this will depend largely on ability to identify entrepreneurial opportunities, create viable solutions and implement them with perseverance. Currently, almost every graduate looks for a white-collar job preferably in public sector. But job opportunities in government sector are shrinking faster than the number of graduating students. Resultantly, many of the students are toying with ideas about starting a new business but they don't know how to reach the goal. Hatten and Ruhland (1995) argued that if students with entrepreneurial potential are identified earlier and nurtured throughout their educational experience, the result (both for the individuals concerned and for society) would be more successful entrepreneurs. In this backdrop, a study was conducted in LUVAS to ascertain entrepreneurial intention of students.

MATERIALS AND METHODS**Entrepreneurial Intention Questionnaire (EIQ)**

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developed and validated by Linan and Chen (2009) was used to assess entrepreneurial intention of students. The instrument has high validity and reliability even in different cultural contexts (Linan and Chen, 2009). The EIQ relies on theory of planned behavior (Ajzen, 1991). Three motivational factors that influence behaviour were personal attitude in relation to the behavior which referred to the degree to which the individual held a positive or negative personal valuation about being an entrepreneur, perceived behavioural control defined as the perception of the ease or difficulty of becoming an entrepreneur and perception of subjective norm defined as the perceived social pressure to either carry out or not carry out entrepreneurial behavior have been suggested in this theory. Literature is abound with many studies that support the theory (Kautonen *et al.*, 2015 and Munir *et al.*, 2019). The antecedent variables likely to affect respondents entrepreneurial intention such as age, gender, family background, family type, academic performance and family income were selected through review of literature.

The study was conducted at Lala Lajpat Rai University of Veterinary and Animal Sciences (LUVAS), Hisar. All the students at LUVAS, Hisar were taken as universe for the sample. A sample of 30 students (sex disaggregated) from each class of graduation was drawn randomly using simple lottery method. Further, 30 students pursuing post-graduate programmes were chosen using simple lottery method. Questionnaire is the tool that is given to the selected respondents for gathering information personally. Response from a total number of 180 students was obtained through questionnaire containing EIQ. Keeping in view the objectives of the

study, the data was suitably tabulated and subjected to appropriate statistical analysis like mean, frequency, standard deviation etc.

RESULTS AND DISCUSSION

Background profile of respondents

Before discussing the main findings of study it is desirable to present the background of respondents. It is evident that the respondents were aged between 18-30 years with a mean of 22 years. The respondents from both rural and urban background were there in different years of professional degree. A majority of students were belonging to nuclear family (Table 1).

Entrepreneurial intention of respondents

The minimum score obtained by the respondents was 6 while the maximum was 42 indicating a high degree of variability. The overall average score of respondents indicated modest entrepreneurial intention with mean score 24.11 (Table 1). Though the Veterinary profession has traditionally been seen as associated with public sector, yet it can be suggested that students have now started looking for entrepreneurial opportunities given the high intention scores obtained by almost 28.3 percent of respondents (Table 2). On the other hand, a similar percentage of respondents (31.3%) scored low on entrepreneurial intention. Also, significant differences were observed between the three categories of respondents classified on the basis of entrepreneurial intention scores (Table 2). It can thus be concluded that there are many factors affecting the entrepreneurial intention other than common factors like professional education, university climate, etc. These factors may include psychological and personal factors as has been widely reported. It has earlier been pointed out by many workers that personality implies predictability about how a person will act or react under different circumstances and entrepreneurs operate in a more discretionary and self-directed environment in which individual traits are likely to have a more important role (Kerr *et al.*, 2018). Also, psychological factors are considered to be robust antecedents of entrepreneurial intention (Ndofirepi, 2020). Furthermore, all new career concepts have in common the notions that success does not just concern salary and position but also satisfaction and autonomy which resonates very well with entrepreneurship. Also, the varying intention scores can be looked through other three factors believed to exert influence. These are discussed below:

a) Personal attitude

In the present study, a significantly positive correlation between scores of personal attitude and

entrepreneurial intention was observed (Table 3). Similar findings have earlier been reported (Bhuyan, 2017 and Trivedi, 2017). The respondents were having favourable personal attitude towards entrepreneurship with mean score of 25.65 and observed range 5-35 (Table 1). At the same time, the differences amongst the respondents' categories based on personal attitude were significant and majority (57.2%) of respondents were having highly favorable personal attitude towards entrepreneurship (Table 2). Evidently, the respondents with higher personal attitude scores were having higher entrepreneurial intention scores (Table 4). The differences could be possibly due to the expectation and beliefs resulting from the behavior outcome such as personal wealth, autonomy or community benefits. A positive attitude toward entrepreneurship when reinforced by required entrepreneurial knowledge and the existence of viable entrepreneurial career option significantly influence an individual's decision (Roy *et al.*, 2017).

b) Perceived behavioral control

The average score of all respondents was moderate with mean 24.8 and observed range 6-42 (Table 1). Nearly half (51.1%) of the respondents scored moderately and the remaining scored on both higher (26.1%) and lower (22.7%) sides indicating wide variations with significant difference among the categories (Table 2). The possible differences could be because of the extent of respondent's belief about their behavior and achievement of goals. The perceived behavior control was significantly positively correlated with entrepreneurial intention of the respondents (Table 3). The perceived behavior control was significantly associated with entrepreneurial intention of the respondents as respondents with higher perceived behavior control scores were having higher entrepreneurial intention scores (Table 4). Similar findings have earlier been reported by Bhuyan, (2017) and Trivedi, (2017). The extent to which an individual can control his belief about the activity is reflected in perceived behavioral control (Solesvik *et al.*, 2012).

c) Subjective norms

Association between entrepreneurial intention and subjective norms scores of respondents was insignificant (Table 4). Seemingly, the respondents were by and large dependent on approval of their family members, relatives, friends and colleagues (Table 1). Similar results of insignificant relationship have been reported by other workers also (Roy *et al.*, 2017 and Trivedi, 2017). Some researchers have argued that social norms are less predictive of intentions for individuals who have a high

Table 1. Background profile of respondents

Sr. No.	Variable	Possible range	Observed range	Mean scores±SE	Standard deviation	Skewness
1	Age (years)		18-30	22.01±0.157	2.11	0.512
2	Gender	1-2	1-2	1.5±0.037	0.5	0.163
3	Academic performance (OGPA)		6-10	7.64±0.061	0.82	0.0885
4	Family Income (lacs)		1-40	5.39±0.311	0.73	3.782
5	Family background	1-2	1-2	1.39±0.036	0.49	0.435
6	Family type	1-2	1-2	1.78±0.0305	0.49	-1.42
7	Entrepreneurial intention	6-42	6-42	24.11±0.702	9.54	0.054
8	Personal attitude	5-35	5-35	25.65±0.496	6.69	-0.9008
9	Perceived behavior control	6-42	6-42	24.81±0.585	7.87	-0.105
10	Subjective norm	3-21	3-21	15.97±0.2402	9.27	0.2402

Table 2. Mean scores of respondents classified on the basis of dependent variables

Sr. No.	Variable		Number of respondents (percentage)	Mean scores Mean±SD	F value (Calculated/table)
1	Entrepreneurial intention	Low (6-18)	56 (31.3)	13.37±3.74	491.7*/3.04
		Moderate (19-30)	73 (40.5)	24.15±3.36	
		High (31-42)	51 (28.3)	35.84±4.06	
2	Personal attitude	Low (5-15)	14 (7.78)	10.71±6.67	367.93*/3.04
		Moderate (16-25)	63 (35)	21.25±6.45	
		High (26-35)	103 (57.22)	30.11±6.52	
3	Perceived behavior control	Low (6-18)	41 (22.7)	14.14±7.84	436.97*/3.04
		Moderate (19-30)	92 (51.1)	24.56±7.86	
		High (31-42)	47 (26.1)	34.61±7.72	
4	Subjective norm	Low (3-9)	6 (3.33)	6.16±2.48	283.3*/3.04
		Moderate (10-15)	63 (35)	13.2±1.69	
		High (16-21)	111 (61.67)	17.29±1.47	

Note: * Significant at 0.01% and 0.05% level of significance

Table 3. Correlation coefficient between variables and entrepreneurial intention scores of respondents

Sr. No.	Dependent Variables	Correlation coefficient
1	Personal attitude	0.6356*
2	Perceived behavior control	0.6426*
3	Subjective norm	0.2253
4	Age	0.0893
5	Gender	0.2908
6	Academic performance	-0.0960
7	Family Income	-0.1743
8	Family background	-0.0482
9	Family type	-0.0807
10	Academic year	0.0632

Note: * Significant at 0.001% and 0.005 % level of significance

internal locus of control (Krueger *et al.*, 2000). Linan and Santos (2007) described subjective norm as a specific form of social capital and suggest a causation effect over the other two intention antecedents i.e. personal attitude and

perceived behaviour. Subjective norm would be the first step in the mental process, acting as a first filter to external stimuli and thus influencing perceptions of personal attitude and perceived behaviour (Linan and Chen, 2009). The average score of respondents indicated that a significant number of them were dependent on opinion of close person (Table 1), even though there were significant differences amongst categories of respondents based on their subjective norm score (Table 2). The probable reason could be the role play of cultural values, norms, family climate and influence among others.

Finally, it can be concluded that the presupposition of applicability of theory of planned behavior in assessing entrepreneurial intention appears valid. The findings of the present study are consistent with earlier studies (Linan and Chen, 2009, Kautonen *et al.*, 2015 and Munir *et al.*, 2019), given that the personal attitude and perceived behavior control are exerting significant influence on the intention of respondents.

Table 4. Mean entrepreneurial intention scores of respondents classified on the basis of dependent variables

Sr. No.	Variable		Number of respondents (percentage)	Entrepreneurial intention scores Mean±SD	F value (Calculated /table)
1	Personal attitude	Low (5-15)	14 (7.78)	12.35±4.68	40.51/3.04*
		Moderate (16-25)	63 (35)	19.76±7.02	
		High (26-35)	103 (57.22)	28.36±8.6	
2	Perceived behavior control	Low (6-18)	41 (22.7)	17.68±7.79	49.27/3.04*
		Moderate (19-30)	92 (51.1)	22.42±7.87	
		High (31-42)	47 (26.1)	33.02±6.81	
3	Subjective norm	Low (3-9)	6 (3.33)	20.66±8.8	1.62/3.04
		Moderate (10-15)	63 (35)	22.76±10.09	
		High (16-21)	111 (61.67)	25.06	

Note: * Significance at 0.01% and 0.05% level of significance

Table 5. Mean entrepreneurial intention scores of respondents classified on the basis of antecedent variables

Sr. No.	Variables		Number of respondents (percentage)	Entrepreneurial intention scores Mean±SD	F value (Calculated /table)
1	Gender	Female	90 (50)	21.38±8.57	5.08/3.84*
		Male	90 (50)	26.84±9.49	
2	Family background	Rural	109 (60.5)	24.48±9.28	0.51/3.84
		Urban	71 (39.4)	23.55±9.67	
3	Family type	Joint	38 (21.11)	25.58±9.16	1.08/3.84
		Nuclear	142 (78.88)	23.72±9.48	
4	Family income	>3 lacs	51 (28.3)	24.51±8.53	1.61/3.04
		3-6 lacs	84 (46.6)	24.82±9.38	
		<6 lacs	45 (25)	22.33±10.39	
5	Academic performance	>7 OGPA	36 (20)	25.28±9.78	2.21/3.04
		7-8 OGPA	89 (49.4)	24.2±9.37	
		>8 OGPA	55 (30.5)	23.2±9.35	
6	Age	18-20 years	46 (25)	22.15±8.66	1.19/2.65
		22-23 years	63 (35)	24.52±9.27	
		23-24 years	51 (28.3)	24.98±9.75	
		25-30 years	20 (11.1)	25.8±10.73	
7	Academic year	1 st year	30 (16.6)	22.33±8.53	0.32/2.26
		2 nd year	30 (16.6)	24.17±8.71	
		3 rd year	30 (16.6)	24.4±8.96	
		4 th year	30 (16.6)	25.1±8.20	
		5 th year	30 (16.6)	23.9±11.73	
		PG	30 (16.6)	24.77±10.4	

Note: * Significance at 0.05% level of significance

Role of Antecedent variables

The situational factors like personal backgrounds and present lives create push and pull effect on people. In the present study, only gender was significantly associated with entrepreneurial intention scores of respondents with male respondents scoring higher (Table 5). Similar findings were earlier reported (Uddin *et al.*, 2016 and Miranda *et al.*, 2017). Age, academic performance, family annual income, family background, family type and year

of graduation were not significantly affecting the entrepreneurial intention scores of respondents (Table 5). Elizabeth and Santhiyavalli (2018) reported the similar findings.

CONCLUSION

The applicability of theory of planned behavior in assessing entrepreneurial intention appears valid in the context of veterinary students given the fact that the

respondents with favourable personal attitude and perceived behavior control were having higher entrepreneurial intention. It appears that there are many psychological and personal factors affecting the entrepreneurial intention other than the professional education.

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