

An Exploratory Study Among Prospective Entrepreneurs in Dibrugarh and Tinsukia Districts of Upper Assam (India)

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Abstract

Entrepreneurship may be a significant choice among people to deal with the constantly growing unemployment situation, particularly in the North Eastern Region of India. This calls for a detailed focus on the major reasons that may influence people to opt for an entrepreneurial living. So, this study has been attempted to identify such reasons for entrepreneurship in the Dibrugarh and Tinsukia districts of upper Assam. Primary data was collected through a survey of 300 respondents who are prospective entrepreneurs in these districts. The study discovered that personal development and being independent are found to be the most important reasons for taking up an entrepreneurial career among most of the respondents irrespective of their educational qualification, place of residence, marital status, gender, and age. Still, other reasons like achievement of recognition in society, and better flexibility to look after family responsibilities may also be important reasons. These may be accentuated in any self employment generation schemes among local people on the part of the government or other agencies in these districts in the near future.

Keywords: Entrepreneurship, flexibility, independent, personal development, recognition

Kuratko and Hodgetts (2007) defined an entrepreneur as a person who performs the tasks of organizing, managing, and assuming the “risks of any business”. These scholars also opined that an entrepreneur is a person who carries out the following activities:

- i) Thinks of a new innovation
- ii) Identifies and utilizes “opportunities” associated with these innovations
- iii) Renovates these opportunities into practical ideas by value addition
- iv) Acknowledges and accepts risks related to competition in the marketplace, and
- v) Realizes “the rewards from all these efforts”

As per Carter, Gartner, Shaver, and Gatewood (2003), the need for “personal development”, “independence”, and “recognition” in the society, improving financial status, applying newer innovation and creating employment opportunities were the primary reasons for opting to become an entrepreneur. Sanchez and Sahuquillo (2011) established that the need for “personal growth”, being independent, flexibility in “personal life”, earning “a lot of money”, gaining “social status, and prestige”, and following “family tradition” were the main factors that influenced a person to become an

entrepreneur. Valencia (n.d.) also stated that the flexibility to manage family obligations was another important reason for selection of an entrepreneurial career among people. In another study, Kautonen (2008) emphasized that the need for newer innovation, and dissatisfaction with the present job were the main reasons for becoming an entrepreneur. Renata and Szidónia (2013) also highlighted the need for bringing about newer innovation as an important basis to be an entrepreneur. Again, Bennett and Dann (2000) observed the need for improving financial status, helping spouse/ household, and continuing family business were the primary reasons of becoming an entrepreneur. Many other scholars also supported the above viewpoints (Aggarwal and Hsu, 2013; Kuratko, 2011; Kuratko and Hodgetts, 2007; Lalhunnthara and Kumar, 2013). Therefore, it may be stated that the following reasons may motivate a person to pursue a career in entrepreneurship:

- i) Personal development
- ii) Being independent
- iii) Achieving recognition in society
- iv) Improving financial condition
- v) Applying newer innovation
- vi) Creating employment opportunities
- vii) Better flexibility to look after family responsibilities

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- viii) Dissatisfaction with present career
- ix) Helping spouse/ household
- x) Continuing family business

Need for the Study

The present era has witnessed increasing unemployment in many countries including in India. The state of Assam in northeastern India also has severe unemployment problems. In fact, in a report published by Times of India (2014), it was found from a survey carried out by the National Sample Survey Organization (NSSO) between July 2011 and June 2012 that the unemployment rate in Assam was 4.3%. This fact has also been supported by Kaur (2013), who further stated that the all India unemployment rate in this period stood at 2.7%. It had increased from 2.5% in 2009-2010. As per a recent report by International Labour Organisation (ILO), around 75 million youths worldwide are currently unemployed with the global youth unemployment rate of 12.6% (Ministry

A career in entrepreneurship can provide greater opportunities for self employment generation among youth and other persons in the state of Assam and India in general (Babalola, 2009; Bennett and Dann, 2000; Valencia, n.d.). Keeping this in view, this paper attempted to identify the main reasons that may influence the choice of an entrepreneurial career among people. In future, proper emphasis on these reasons may immensely help any self employment generation schemes among local people on the part of the Government or other agencies in the state of Assam and India in general.

Objective of the Study

The main objective of this study was to identify the main reasons that persuade people to opt for an entrepreneurial career in the Dibrugarh and Tinsukia districts of upper Assam in northeastern India.

Table 1. Profile of the Respondents

Educational Qualification				Gender		
	Frequency	Percentage		Frequency	Percentage	
1	10th Board Pass	11	3.67	1	Male	255
2	12th Board Pass	71	23.67	2	Female	45
3	Graduate	65	21.67		Total	300
4	Post Graduate	153	51.00			100.00
	Total	300	100.00	Age		
Place of residence				Frequency	Percentage	
1	Urban	216	72.00	1	Below 20 years	14
2	Rural	84	28.00	2	Between 20 to 35 years	60
	Total	300	100.00	3	Between 36 to 50 years	89
Marital status				4	Between 51 to 65 years	107
1	Married	279	93.00	5	Above 65 years	30
2	Unmarried	21	7.00		Total	300
	Total	300	100.00			100.00

of Labour and Employment, 2013).The Ministry of Labour and Employment in its report on Youth Employment-Unemployment Scenario (2012-2013) estimated that the unemployment rate among graduate youth in the age of 15-29 youths in Dibrugarh and Tinsukia districts out of a total of years in rural and urban areas in India are about 36.6% and 26.5%, respectively. As per a report published in July 2013 in Sinlung (2013), there were around 3,12,221 registered unemployed youths in Dibrugarh and Tinsukia districts out of a total of 19,11,431 such youths in entire Assam.

Research Methodology

This study involved exploratory and descriptive research design. Survey method was used for collecting required primary data for this study with the help of a structured questionnaire. Primary data was obtained from a sample of 300 respondents who were prospective entrepreneurs. A sample of 300 respondents was selected with the help of convenience and judgement sampling from the study population. This survey was completed within a time frame of one year (from March 1, 2013 to

February 28, 2014). The study was conducted in the Dibrugarh and Tinsukia districts of Assam in northeastern India. Secondary data were obtained from books, journals etc.

In the beginning a draft questionnaire was prepared by incorporating all the relevant points related to this study through review of relevant literature as mentioned in the section Introduction. This was followed by a pilot survey conducted among 20 respondents. This was conducted to detect any errors carried in the draft questionnaire. Thereafter, required modifications were carried out and the final questionnaire was prepared. Next, this final questionnaire was administered among the respondents to obtain the required data for this study.

After this the collected data was analyzed. A series of bivariate cross-tabulations were carried out involving respondents' demographic variables like educational qualification, place of residence, marital status, gender, and age with their perception of importance of the following reasons to become an entrepreneur:

- i) Personal development
- ii) Being independent
- iii) Achieving recognition in society
- iv) Improving financial condition
- v) Applying newer innovation
- vi) Creating employment opportunities
- vii) Better flexibility to look after family responsibilities
- viii) Dissatisfaction with present career
- ix) Helping spouse/ household
- x) Continuing family business

From the above bi-variate cross-tabulations, I tried to identify the respondents' categories on the basis of the above mentioned demographic variables in which the maximum number of them selected the "high importance" option with respect to their perception of the level of importance of the above stated reasons to become an entrepreneur. This simple observation was used to identify which of the above stated reasons for becoming an entrepreneur are emphasized by different categories of respondents on the basis of their educational qualification, place of residence, marital status, gender, and age (Chawla & Sondhi, 2011; Malhotra & Dash, 2011; Zikmund, Babin, Carr & Griffin, 2012). The above procedure was further used to determine the primary reasons for selecting a career in entrepreneurship among the respondents irrespective of their educational qualification, place of residence, marital status, gender, and age. The results of this analysis are explained in the section Analysis and Findings.

Analysis and Findings

As mentioned in the research methodology, the data required for this study was obtained from the respondents through a questionnaire. These data were analyzed and the results obtained are explained in this section.

This study involved analysis of the respondents' profile on the basis of demographic variables like their educational qualification, place of residence, marital status, gender, and age. The observations are given in Table 1.

It is seen from Table 1 that most of the respondents in this study are post graduates (51%) and reside in urban areas (72%). It is also observed that most of these respondents are married (93%), male (85%), and between 51 to 65 years of age (35.67%).

As stated earlier, I tried to identify which of the above stated reasons for becoming an entrepreneur are important among the respondents irrespective of their educational qualification, place of residence, marital status, gender, and age. This was done using a series of bivariate cross-tabulations as mentioned in the research methodology. The results of this analysis are discussed in the following sections.

Educational Qualification and Reasons for Entrepreneurship

A series of bivariate cross-tabulations between different groups of respondents as per their educational qualification and their perception regarding the importance of the above mentioned reasons for becoming an entrepreneur were conducted. The outcome is shown in table A1 in the annexure. It is seen that most of the respondents belonging to different categories as per their educational qualification stated that the following reasons are very important to become an entrepreneur:

- i) Personal development
- ii) Being independent
- iii) Achieving recognition in society

However, it was found from Table A1 that most of the respondents who are 12th pass additionally perceive that the need for better flexibility to look after family responsibilities is also a very important reason to become an entrepreneur.

Table A1 also indicates that most of the respondents who are graduates stated that the following additional reasons are also very important reasons for becoming an entrepreneur:

- i) Applying new innovation

- ii) Creating employment opportunities
- iii) Better flexibility to look after family responsibilities

Moreover, it is observed from Table A1 that the following additional reasons are also emphasized as being highly important by most of the respondents who are post graduates for becoming an entrepreneur:

- i) Creating employment opportunities
- ii) Better flexibility to look after family responsibilities

Place of Residence and Reasons for Entrepreneurship

The results of bivariate cross-tabulations between different groups of respondents as per their place of residence and their opinion regarding the importance of the above mentioned reasons for becoming an entrepreneur are given in Table A2 in the annexure. The results indicate that most of the respondents residing in both urban and rural areas in the study area perceive that the following reasons are highly important for becoming an entrepreneur:

- i) Personal development
- ii) Being independent
- iii) Achieving recognition in society
- iv) Better flexibility to look after family responsibilities

Marital Status and Reasons for Entrepreneurship

As mentioned earlier, a series of bivariate cross-tabulations were carried out between different groups of respondents as per their marital status and their perception regarding the importance of the above mentioned reasons for becoming an entrepreneur. The results are indicated in Table A3 in the annexure. The results indicate that most of the respondents belonging to both married and single categories feel that the following reasons are very important for becoming an entrepreneur:

- i) Personal development
- ii) Being independent
- iii) Better flexibility to look after family responsibilities

However, it is found from Table A3 that most married respondents also perceive the need of recognition in society to be highly important for becoming an entrepreneur.

Table A3 also indicates that most single respondents additionally feel that the need for continuing family business is another highly important cause of becoming an entrepreneur.

Gender and Reasons for Entrepreneurship

The outcome of bivariate cross-tabulations between different genders of the respondents and their viewpoint regarding the importance of the above mentioned reasons for becoming an entrepreneur are mentioned in Table A4 in the annexure. The results show that most of the respondents belonging to both genders feel that the following reasons are highly important for becoming an entrepreneur:

- i) Personal development
- ii) Being independent
- iii) Achieving recognition in society
- iv) Better flexibility to look after family responsibilities

However, it is found from Table A4 that most of the male respondents additionally perceive that the need for creating employment opportunities is also a very important reason for becoming an entrepreneur.

Age and Reasons for Entrepreneurship

The results of bivariate cross-tabulations between different age groups of respondents and their perception regarding the importance of the above mentioned reasons for becoming an entrepreneur are shown in Table A5 in the annexure. It is seen that most of the respondents belonging to all the age groups stated that the following reasons are highly important for becoming an entrepreneur:

- i) Personal development
- ii) Being independent

However, it is found from table A5 that a huge number of respondents below 20 years in age also stated that dissatisfaction with present career is in another important reason of becoming an entrepreneur.

Table A5 also indicates that most of the respondents between 20 to 35 years in age additionally perceive the need for achievement of recognition in society to be highly important to become an entrepreneur.

Besides, it is also observed from Table A5 that a large number of respondents between 36 to 50 years in age also stated that the following additional reasons are highly important to become an entrepreneur:

- i) Applying newer innovation
- ii) Creating employment opportunities
- iii) Better flexibility to look after family responsibilities

It is also noticed from Table A5 that most of the

respondents between 51 to 65 years of age additionally stated that the following reasons are also highly important to become an entrepreneur:

- i) Achieving recognition in society
- ii) Better flexibility to look after family responsibilities

Table A5 also reveals that most of the respondents above 65 years of age additionally feel that the following reasons are very important to become an entrepreneur:

- i) Applying newer innovation
- ii) Creating employment opportunities
- iii) Better flexibility to look after family responsibilities
- iv) Helping spouse/ household

Discussion

It is observed from the analysis that personal development and being independent are perceived to be the most important reasons for becoming an entrepreneur among most of the respondents. This observation is found to be applicable for most of the respondents irrespective of their educational qualification, place of residence, marital status, gender, and age. Therefore, these may be taken as the primary reasons that may motivate any person to pursue an entrepreneurial career. However, other reasons like recognition in society, and better flexibility to look after family responsibilities may also persuade anyone to become an entrepreneur. These findings are indeed interesting for prospective entrepreneurs in Kamrup (metropolitan), and Kamrup (rural) districts of Assam in northeastern India.

Limitations of the Study

The present study was conducted involving a small sample of 300 respondents. Again, this study was conducted in the Dibrugarh and Tinsukia districts of Assam in northeastern India. Further, this study was conducted covering only 11 reasons that may motivate any person to be an entrepreneur. As such, the findings of this study may not be generalized.

Conclusion

An entrepreneurial career can lead to greater personal development among people. At the same time such a career may also enable one to become increasingly independent. However, there is still a lack of entrepreneurial spirit among most of the people in Assam and the districts of Kamrup (metropolitan) and Kamrup (rural) in particular. Therefore, any schemes of self employment generation among local people on the part

of the government or other agencies in these districts, the state, and the country as a whole in the near future should focus on these aspects.

Scope for Future Research

Similar studies can be conducted in the future covering a much larger sample size. Similar studies may also be carried out in other parts of India and the world. Further, similar studies can be conducted in the future covering more reasons for becoming an entrepreneur that have not been included in this study.

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Note: Appendix from next page

About the Author



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Appendix

Table A1. Bivariate Cross-tabulation - Educational Qualification and Reasons for Entrepreneurship

Sr. No.	Reasons for Entrepreneurship		Educational Qualification				Total
			10 th Pass	12 th Pass	Graduate	Post-Graduate	
1	Importance of personal development for becoming an entrepreneur	Average importance	1	16	14	29	60
		Moderate importance	0	1	1	7	9
		High importance	10	54	50	117	231
		Total	11	71	65	153	300
2	Importance of being independent for becoming an entrepreneur	Average importance	1	14	9	27	51
		High importance	10	57	56	126	249
		Total	11	71	65	153	300
3	Importance of achieving recognition in society by becoming an entrepreneur	No importance at all	1	2	1	7	11
		Below average importance	0	4	0	2	6
		Average importance	2	23	21	38	84
		Moderate importance	1	16	19	40	76
		High importance	7	26	24	66	123
		Total	11	71	65	153	300
4	Importance of improving financial status for becoming an entrepreneur	Average importance	0	7	2	11	20
		Moderate importance	9	42	47	88	186
		High importance	2	22	16	54	94
		Total	11	71	65	153	300
5	Importance of applying newer innovation for becoming an entrepreneur	Average importance	0	10	8	20	38
		Moderate importance	7	37	26	74	144
		High importance	4	24	31	59	118
		Total	11	71	65	153	300
6	Importance of creating employment opportunities for becoming an entrepreneur	Below average importance	0	2	5	2	9
		Average importance	0	19	6	34	59
		Moderate importance	8	31	27	56	122
		High importance	3	19	27	61	110
		Total	11	71	65	153	300
7	Importance of better flexibility to look after family responsibilities for becoming an entrepreneur	Below average importance	0	1	1	7	9
		Average importance	0	18	5	27	50
		Moderate importance	7	20	21	49	97
		High importance	4	32	38	70	144
		Total	11	71	65	153	300
8	Importance of dissatisfaction with present career for becoming an entrepreneur	No importance at all	3	13	19	32	67
		Below average importance	0	10	3	6	19
		Average importance	2	11	2	24	39
		Moderate importance	6	27	29	68	130
		High importance	0	10	12	23	45
		Total	11	71	65	153	300
9	Importance of helping spouse/ household for becoming an entrepreneur	No importance at all	2	25	12	47	86
		Below average importance	2	4	1	12	19
		Average importance	1	8	13	14	36
		Moderate importance	4	13	23	41	81
		High importance	2	21	16	39	78
		Total	11	71	65	153	300
10	Importance of continuing family business for becoming an entrepreneur	No importance at all	2	21	21	37	81
		Below average importance	2	3	1	14	20
		Average importance	0	5	2	2	9
		Moderate importance	5	27	32	79	143
		High importance	2	15	9	21	47
		Total	11	71	65	153	300
11	Importance of other reasons for becoming an entrepreneur	No importance at all	9	61	52	137	259
		Below average importance	2	8	8	14	32
		Average importance	0	2	5	2	9

Table A2. Bivariate Cross-tabulation - Place of Residence and Reasons for Entrepreneurship

Sr. No.	Reasons for Entrepreneurship		Place of Residence		Total
			Urban	Rural	
1	Importance of personal development for becoming an entrepreneur	Average importance	39	21	60
		Moderate importance	3	6	9
		High importance	174	57	231
		Total	216	84	300
2	Importance of being independent for becoming an entrepreneur	Average importance	31	20	51
		High importance	185	64	249
		Total	216	84	300
3	Importance of achieving recognition in society for becoming an entrepreneur	No importance at all	10	1	11
		Below average importance	6	0	6
		Average importance	56	28	84
		Moderate importance	55	21	76
		High importance	89	34	123
		Total	216	84	300
4	Importance of improving financial status for becoming an entrepreneur	Average importance	11	9	20
		Moderate importance	134	52	186
		High importance	71	23	94
		Total	216	84	300
5	Importance of applying new innovation for becoming an entrepreneur	Average importance	22	16	38
		Moderate importance	105	39	144
		High importance	89	29	118
		Total	216	84	300
6	Importance of creating employment opportunities for becoming an entrepreneur	Below average importance	8	1	9
		Average importance	34	25	59
		Moderate importance	92	30	122
		High importance	82	28	110
		Total	216	84	300
7	Importance of better flexibility to look after family responsibilities for becoming an entrepreneur	Below average importance	3	6	9
		Average importance	31	19	50
		Moderate importance	74	23	97
		High importance	108	36	144
		Total	216	84	300
8	Importance of dissatisfaction with present career for becoming an entrepreneur	No importance at all	45	22	67
		Below average importance	16	3	19
		Average importance	30	9	39
		Moderate importance	96	34	130
		High importance	29	16	45
		Total	216	84	300
9	Importance of helping spouse/ household for becoming an entrepreneur	No importance at all	56	30	86
		Below average importance	17	2	19
		Average importance	27	9	36
		Moderate importance	59	22	81
		High importance	57	21	78
		Total	216	84	300
10	Importance of continuing family business for becoming an entrepreneur	No importance at all	61	20	81
		Below average importance	17	3	20
		Average importance	7	2	9
		Moderate importance	102	41	143
		High importance	29	18	47
		Total	216	84	300
11	Importance of other reasons for becoming an entrepreneur	No importance at all	187	72	259
		Below average importance	21	11	32
		Average importance	8	1	9
		Total	216	84	300

Table A3. Bivariate Cross-tabulation - Marital Status and Reasons for Entrepreneurship

Sr. No.	Reasons for Entrepreneurship		Marital Status		Total
			Married	Single	
1	Importance of personal development for becoming an entrepreneur	Average importance	55	5	60
		Moderate importance	9	0	9
		High importance	215	16	231
		Total	279	21	300
2	Importance of being independent for becoming an entrepreneur	Average importance	46	5	51
		High importance	233	16	249
		Total	279	21	300
3	Importance of achieving recognition in society for becoming an entrepreneur	No importance at all	11	0	11
		Below average importance	6	0	6
		Average importance	72	12	84
		Moderate importance	72	4	76
		High importance	118	5	123
		Total	279	21	300
4	Importance of improving financial status for becoming an entrepreneur	Average importance	18	2	20
		Moderate importance	168	18	186
		High importance	93	1	94
		Total	279	21	300
5	Importance of applying newer innovation for becoming an entrepreneur	Average importance	36	2	38
		Moderate importance	133	11	144
		High importance	110	8	118
		Total	279	21	300
6	Importance of creating employment opportunities for becoming an entrepreneur	Below average importance	9	0	9
		Average importance	54	5	59
		Moderate importance	110	12	122
		High importance	106	4	110
		Total	279	21	300
7	Importance of better flexibility to look after family responsibilities for becoming an entrepreneur	Below average importance	9	0	9
		Average importance	45	5	50
		Moderate importance	90	7	97
		High importance	135	9	144
		Total	279	21	300
8	Importance of dissatisfaction with present career for becoming an entrepreneur	No importance at all	59	8	67
		Below average importance	19	0	19
		Average importance	37	2	39
		Moderate importance	121	9	130
		High importance	43	2	45
		Total	279	21	300
9	Importance of helping spouse/ household in becoming an entrepreneur	No importance at all	76	10	86
		Below average importance	19	0	19
		Average importance	34	2	36
		Moderate importance	77	4	81
		High importance	73	5	78
		Total	279	21	300
10	Importance of continuing family business for becoming an entrepreneur	No importance at all	77	4	81
		Below average importance	20	0	20
		Average importance	9	0	9
		Moderate importance	136	7	143
		High importance	37	10	47
		Total	279	21	300
11	Importance of other reasons for becoming an entrepreneur	No importance at all	240	19	259
		Below average importance	30	2	32
		Average importance	9	0	9
		Total	279	21	300

Table A4. Bivariate Cross-tabulation - Gender and Reasons for Entrepreneurship

Sr. No.	Reasons for Entrepreneurship		Gender		Total
			Male	Female	
1	Importance of personal development for becoming an entrepreneur	Average importance	50	10	60
		Moderate importance	5	4	9
		High importance	200	31	231
		Total	255	45	300
2	Importance of being independent for becoming an entrepreneur	Average importance	42	9	51
		High importance	213	36	249
		Total	255	45	300
3	Importance of achieving recognition in society for becoming an entrepreneur	No importance at all	10	1	11
		Below average importance	5	1	6
		Average importance	68	16	84
		Moderate importance	67	9	76
		High importance	105	18	123
		Total	255	45	300
4	Importance of improving financial status for becoming an entrepreneur	Average importance	18	2	20
		Moderate importance	154	32	186
		High importance	83	11	94
		Total	255	45	300
5	Importance of applying newer innovation for becoming an entrepreneur	Average importance	31	7	38
		Moderate importance	122	22	144
		High importance	102	16	118
		Total	255	45	300
6	Importance of creating employment opportunities for becoming an entrepreneur	Below average importance	8	1	9
		Average importance	50	9	59
		Moderate importance	98	24	122
		High importance	99	11	110
		Total	255	45	300
7	Importance of better flexibility to look after family responsibilities for becoming an entrepreneur	Below average importance	5	4	9
		Average importance	45	5	50
		Moderate importance	79	18	97
		High importance	126	18	144
		Total	255	45	300
8	Importance of dissatisfaction with present career for becoming an entrepreneur	No importance at all	54	13	67
		Below average importance	18	1	19
		Average importance	30	9	39
		Moderate importance	115	15	130
		High importance	38	7	45
		Total	255	45	300
9	Importance of helping spouse/ household for becoming an entrepreneur	No importance at all	70	16	86
		Below average importance	13	6	19
		Average importance	35	1	36
		Moderate importance	68	13	81
		High importance	69	9	78
		Total	255	45	300
10	Importance of continuing family business for becoming an entrepreneur	No importance at all	71	10	81
		Below average importance	14	6	20
		Average importance	8	1	9
		Moderate importance	125	18	143
		High importance	37	10	47
		Total	255	45	300
11	Importance of other reasons for becoming an entrepreneur	No importance at all	219	40	259
		Below average importance	28	4	32
		Average importance	8	1	9
		Total	255	45	300

Table A5. Bivariate Cross-tabulation - Age and Reasons for Entrepreneurship

Sr. No.	Reasons for Entrepreneurship		Age					Total
			Below 20 years	Between 20 and 35 years	Between 36 and 50 years	Between 51 and 65 years	Above 65 years	
1	Importance of personal development for becoming an entrepreneur	Average importance	4	11	18	21	6	60
		Moderate importance	0	2	4	3	0	9
		High importance	10	47	67	83	24	231
		Total	14	60	89	107	30	300
2	Importance of being independent for becoming an entrepreneur	Average importance	4	11	15	15	6	51
		High importance	10	49	74	92	24	249
		Total	14	60	89	107	30	300
3	Importance of achieving recognition in society for becoming an entrepreneur	No importance at all	2	1	2	5	1	11
		Below average importance	2	0	2	1	1	6
		Average importance	4	14	25	28	13	84
		Moderate importance	3	7	31	24	11	76
		High importance	3	38	29	49	4	123
		Total	14	60	89	107	30	300
4	Importance of improving financial status for becoming an entrepreneur	Average importance	3	0	6	6	5	20
		Moderate importance	6	48	51	64	17	186
		High importance	5	12	32	37	8	94
		Total	14	60	89	107	30	300
5	Importance of applying newer innovation for becoming an entrepreneur	Average importance	3	2	13	15	5	38
		Moderate importance	6	37	37	59	5	144
		High importance	5	21	39	33	20	118
		Total	14	60	89	107	30	300
6	Importance of creating employment opportunities for becoming an entrepreneur	Below average importance	0	0	3	6	0	9
		Average importance	6	4	22	21	6	59
		Moderate importance	3	35	29	47	8	122
		High importance	5	21	35	33	16	110
		Total	14	60	89	107	30	300
7	Importance of better flexibility to look after family responsibilities for becoming an entrepreneur	Below average importance	0	2	4	3	0	9
		Average importance	6	2	18	18	6	50
		Moderate importance	3	32	19	39	4	97
		High importance	5	24	48	47	20	144
		Total	14	60	89	107	30	300
8	Importance of dissatisfaction with present career for becoming an entrepreneur	No importance at all	3	13	22	18	11	67
		Below average importance	1	0	9	7	2	19
		Average importance	2	8	14	14	1	39
		Moderate importance	4	35	28	53	10	130
		High importance	4	4	16	15	6	45
		Total	14	60	89	107	30	300
9	Importance of helping spouse/ household for becoming an entrepreneur	No importance at all	7	15	27	27	10	86
		Below average importance	2	7	4	6	0	19
		Average importance	0	3	16	13	4	36
		Moderate importance	2	22	21	31	5	81
		High importance	3	13	21	30	11	78
		Total	14	60	89	107	30	300
10	Importance of continuing family business for becoming an entrepreneur	No importance at all	7	5	30	32	7	81
		Below average importance	2	7	6	5	0	20
		Average importance	0	0	5	4	0	9
		Moderate importance	5	31	38	53	16	143
		High importance	0	17	10	13	7	47
		Total	14	60	89	107	30	300
11	Importance of other reasons for becoming an entrepreneur	No importance at all	11	55	76	88	29	259
		Below average importance	3	5	10	13	1	32
		Average importance	0	0	3	6	0	9
		Total	14	60	89	107	30	300