

Entrepreneurial Deliberateness of Youth of Karnali Province

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Abstract

Any nation's overall development is based on careful consideration and in-depth development of each subsector of the local, regional, and national economies. An economy's ability to grow and develop is greatly influenced by entrepreneurship. This study employs the theory of planned behavior (TPB) as a framework. The variables of PA (Personal Attitude), PBC (Perceived Behavioral Control) and SN (Subjective Norms) are heavily weighted in this study. The study's foundation is a quantitative research paradigm. Utilizing a structured questionnaire, data were gathered. The youth of the Karnali Province who are presently enrolled in Birendranagar Surkhet to pursue higher education make up the study's population. Regarding this research, the convenience sampling method was employed. The study's practical implications center on a trend that policymakers should watch going forward: teach young people in the Karnali province the skills they need to get information from the market about starting a business, expand their access to financing, and improve the viability of their business ideas.

Keywords: entrepreneurship, entrepreneur, Karnali province, theory of planned behavior.

Background of Study

It is widely recognized that the comprehensive advancement of a region or nation necessitates the meticulous development of every facet of the national, regional, and local economies. Among various strategies, this endeavor, entrepreneurship has proven to be one of the most effective methods. For example, Sehgal and Khandelwal (2020) argued that an essential component of growing and improving an economy is entrepreneurship. Pfeifer and Sarlija (2010) defined entrepreneurship as the pursuit of new business endeavors with the goal of making money through the production or marketing of products and services to meet consumer demand. In addition to creating jobs, entrepreneurship improves efficiency through greater competition, innovates markets to create new opportunities, and lowers poverty by providing opportunities for self-employment.

Ajzen's (1991) TPB and Shapero and Sokol's (1982) entrepreneurial event formation model provide insightful analyses of the social behaviors that lead to students forming organizations. According to Shapero and Sokol (1982), the initiation of entrepreneurial endeavors is influenced by perceived desirability, which encompasses individual values and societal norms, as well as perceived feasibility, which considers financial support and potential partnerships. This model suggests that inclinations toward entrepreneurial actions hinge upon perceived desirability, feasibility, and prior knowledge of entrepreneurial conduct, which influences opinions about desirability and feasibility, subsequently shaping deliberateness toward entrepreneurial behavior (Krueger, 2005).

Empirical findings based on the Ajzen-Fishbein framework indicate that entrepreneurial deliberateness are contingent upon perceived attitudes, with PBC exerting the greatest influence and social norms having the least impact. Furthermore, variations in entrepreneurial self-efficacies may account for differences in deliberateness toward various types of ventures (Krueger & Carsrud, 1993).

Analyzing the deliberateness of master's students at the University of Tlemcen in terms of entrepreneurship, Lazreg (2018) confirms the significant influence of thought to be feasible and desirable on entrepreneurial aspirations, in line with the theory of entrepreneurial formation (Shapero & Sokol, 1982).

Entrepreneurial deliberateness personal are influenced by diverse factors across different countries, with socio-cultural influences playing a significant role. Pant (2019) underscores the importance of instruction and training in fostering entrepreneurial growth, although the specific impact remains inconclusive. Nevertheless, instruction and training in a range of entrepreneurship-related topics could enhance entrepreneurial endeavors within societies.

Hirschi and Fischer (2013) assert that an individual's attitudes and perceptions often shape their decision-making regarding entrepreneurship, with the degree of influence determining their success. The degree of deliberateness ability profoundly affects entrepreneurial behaviors, such as later-life self-employment and the establishment of new enterprises, indicating that higher levels of deliberateness ability are correlated with a greater likelihood of pursuing entrepreneurship as a career.

Gap Analysis

In comparison to other specialized areas of management such as marketing and human resource management, there is a noticeable scarcity of articles, journals, textbooks, and research papers focusing on entrepreneurship development. This lack of literature is particularly pronounced in the context of Nepal, where entrepreneurial development presents a steep learning curve. Even finding relevant books written from a Nepalese perspective is challenging. Consequently, students and researchers often rely on references from the Indian context when studying entrepreneurship development. Despite the dearth of scholarly resources, this research marks a significant milestone in academic research for the Karnali province of Nepal.

Statement of the Problem

Entrepreneurial deliberateness varies across different countries, often influenced by a myriad of factors, among which socio-cultural influences hold significant importance. While socio-cultural factors encompass various components, this study focuses specifically on the TPB to understand entrepreneurial motivations.

In Nepal, entrepreneurial activities have only modestly contributed to economic development. There appears to be a lack of coordinated actions from the government, legislators, academics, and practitioners to actively encourage youth to pursue entrepreneurship. Students who receive entrepreneurship education are equipped with tools, information, skills, and capacities, there remains a gap in providing them with the necessary skills for successful entrepreneurship (Gautam et al., 2020).

In recent years, there has been a growing interest in entrepreneurship among Nepalese youths. However, the driving forces behind the desire to become entrepreneurs remain unclear. Encouraging and promoting entrepreneurship is crucial for transforming Nepal's economy. To achieve this goal, it is imperative to understand what motivates management graduates to embark on entrepreneurial endeavors.

Several scholars have explored the underlying causes of Nepal's sluggish entrepreneurship growth. However, reaching a definitive conclusion and identifying specific solutions to address the issue has proven challenging. Various researchers have examined different variables to gauge entrepreneurial deliberateness, including training, education, government support, family background, and gender biases, PA, SN, and PBC, among others.

Objective of the Study

The principal objective of this study is to identify the deliberateness of entrepreneurship development of youth of Karnali province. In particular, the present study aims to --

- a. Analyze the effect of PA, PBC and SN on entrepreneurship deliberateness of youth of Karnali province.
- b. Explore and examine the prevailing and likely key impediments of entrepreneurial deliberateness of youth of Karnali province.
- c. Establish the ways forward to promote entrepreneurial aspiration youth of Karnali province

Research Questions

In reflection with above-stated statement of the problem and objectives of the inquiry, the present study will attempt to establish empirical solutions or decision-alternatives to these research questions:

- a. How is the general scenario of the country, especially youth of Karnali province, in terms of development of entrepreneurial deliberateness?
- b. Whether the PA, SN and PBC influence entrepreneurial deliberateness?

Hypotheses of the Study

To accomplish the possible inferential analysis of the various statistics to be produced upon survey data reduction the present researcher proposes with a set of research hypotheses structured in the alternative hypothesis (H_1) form as stated below

H_{A1} : PA of the respondents has an important impact on entrepreneurial deliberateness.

H_{A2} : SN of the respondents have an important effect on entrepreneurial deliberateness.

H_{A3} : PBC of the respondents has an important effect on entrepreneurial deliberateness.

Limitation and Delimitations of the Study

The primary focus of this study is academic, but it could have been expanded to engage other stakeholders such as the Ministry of Education, Ministry of Industries, and Ministry of Finance. By involving these entities, the study could have potentially yielded broader insights and implications for policy-making and strategic planning beyond academia. However, due to time constraints, the scope of the study was limited to the youth population of the Karnali province, specifically those pursuing higher education in Birendranagar Surkhet.

Although the study utilized quantitative methods to present results in numerical form, incorporating qualitative methods and additional data collection tools such as interviews could have enhanced the quality of the data. These methods could have provided more in-depth insights and nuanced perspectives, enriching the overall findings. Nevertheless, due to time limitations, the researcher was unable to employ alternative data collection instruments

Review of Theoretical and Conceptual Perspectives

The key factors in this study's analysis of entrepreneurial deliberateness are PBC, SN, and PA. A deliberate mindset that concentrates attention on a specific aim or path is necessary to accomplish entrepreneurial goals. As entrepreneurs shape the trajectory of their organizations, their deliberateness and business ideals guide their attention, experiences, and actions (Bird & Page, 1988).

In order to clarify individual viewpoints on starting a new business, this study uses the TPB as its framework, which consists of PA, SN, and PBC. PBC indicates a person's sense of control over the entrepreneurial process, which influences entrepreneurial deliberateness, whereas SN comprise views of social environments, such as family and peer expectations regarding one's entrepreneurial capabilities (Van et al., 2008).

Similarly, established theoretical frameworks like the TPB or Shapero and Sokol's (1982) entrepreneurial event model are frequently used in studies of start-up deliberateness. According to the latter model, deliberateness is defined by perceived desirability, feasibility, and inclination to act. Both models have significant conceptual overlap, and thought to be feasible and desirable correspond with Ajzen's attitudes and PBC, respectively. Based on a comparative analysis, their predictive capacities appear to be about the same (Krueger, Reilly, & Carsrud, 2000).

This study favors the TPB because of its thorough and consistent specification, as well as the large amount of cross-disciplinary research that has used, evaluated, and improved the model (Armitage & Conner, 2001).

A person's desire for self-employment is greatly influenced by their attitudes, opinions and views. Positive attitudes toward entrepreneurial conduct have been found to correlate positively with entrepreneurial deliberateness. Entrepreneurs perceive the foundational knowledge gained through academic courses as valuable when navigating real-world challenges (Sullivan, 2007).

In a Malaysian public institution, the TPB clarifies student behavior by demonstrating how SN, PBC, and personal entrepreneurial orientation all have a direct bearing on entrepreneurial deliberateness. Furthermore, deliberateness and personal entrepreneurial orientation are significantly mediated by PBC and SN (Awang et al., 2016).

Conceptual Framework of the Study

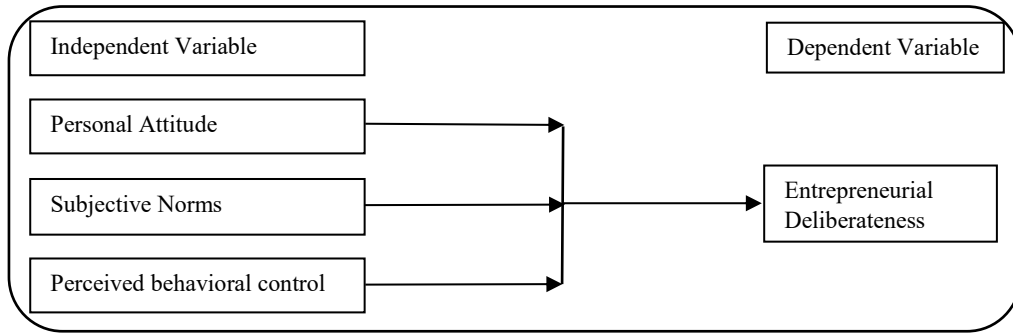


Figure 1: *Conceptual Framework of the Study*

Research Methodology

The research design utilized in this study can be characterized as causal-comparative and descriptive in nature. The study's goal was to look into the entrepreneurial deliberateness of youth residing in the Karnali Province. Participants were recruited from various districts within Karnali Province and were asked to complete questionnaires in Birendranagar, Surkhet.

The questionnaires were carefully crafted to cover essential aspects of PA, SN and PBC. The population of the study comprised two hundred and forty youth from Karnali Province who were currently residing in Birendranagar but originally hailed from districts such as Dailekh, Salyan, Jajarkot, Jumla, Mugu, Dolpa, Humla, and Kalikot. Structured questionnaires in printed format were administered to the selected respondents to gather data for analysis.

Techniques of Data Reduction and Analysis

To test the hypothesis, multiple regression analysis was performed. ANOVA was utilized to assess the model's general fitness. The analysis's outcome has been correctly tabulated, examined, and interpreted. SPSSv21 (Statistical Package for Social Science) is used to help with data processing. In order to produce more data that is consistent with the suggested regression models, the researcher have used ANOVA test findings in an f-test. One-way ANOVA was used to determine whether or not there are statistically.

A multivariate linear regression model was utilized in this study as there were several independent variables.

The model that fits is,

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where,

Y= dependent variable

α = Constant

$\beta_1, \beta_2, \beta_3$ = Beta coefficients

ε = Stochastic error term

X_1, X_2, X_3 , = independent variable

So, the required models are as follows:

$$\text{Entrepreneurial deliberateness} = \alpha + PA\beta_1 + SN\beta_2 + PBC\beta_3 + \varepsilon$$

Table 1
Descriptive statistics of computed variables

Statements	Mean	Std. Deviation
PA	3.87	0.599
PBC	3.68	0.667
SN	3.68	0.667

Reliability and Validity Test

Reliability test was done using Cronbach's Alpha test to measures the overall consistency of the items that are used to define a scale.

Table 2
Reliability test

Variables	Chronbach's Alpha
PA	0.800
SN	0.804
PBC	0.812

Validity Test

Multicollinearity tool was used for validity test. As the following table showed that tolerance values are more than 0.1 and VIF values are less than 10 in all independent variables. From this researcher concluded that regression model was free from multicollinearity

Table 3
Multicollinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Personal attitude	0.714	1.40
SN	0.673	1.48
PBC	0.680	1.47

Multiple Regression Analysis

Multiple Regressions was employed to identify the relationship between independent variables and dependent variables. The set hypothesis for regression analysis

H_{A1}: PA of the respondents has a significant effect on entrepreneurial deliberateness.

H_{A2}: SN of the respondents have a significant effect on entrepreneurial deliberateness.

H_{A3}: PBC of the respondents has a significant effect on entrepreneurial deliberateness

Table 4
Coefficients

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	1.316	.255		5.164	.000
PA	.418	.051	.484	8.169	.000
SN	.207	.068	.187	3.061	.002
PBC	.017	.036	.027	.458	.648

Main Finding/ Conclusion

The research aimed to examine the entrepreneurial deliberateness of youth of Karnali province concerning various variables i.e. personal attitude, SN and perceived behavior control. Finding of this study showed that PA and SN have significant impact on entrepreneurial education whereas PBC has no impact on entrepreneurial deliberateness.

People become entrepreneurs when they see the opportunity and they have the ability take risk and courage to translate that opportunity in to business. Society and culture also have significant relation on entrepreneurial deliberateness. Youth of Karnali are worried how society will perceive them if they choose different career path.

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