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RESEARCH ARTICLE

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A CRITICAL ANALYSIS OF STUDENT'S PERCEPTION REGARDING START-UPS

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ABSTRACT

Start up is the need of the hour as far as Indian economy is concerned. The start up are the gateway through which an economy is passing. The factors which are responsible for attracting the students towards it are family support, risk taking capacity, urge to be self employed and creativity. All these factors were evaluated with the help of PLS SEM. The primary data was collected from three hundred and fifty-four respondents. It is found that all these factors were significant. Further study in terms of agri-business is desired.

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INTRODUCTION

In the opinion of (Hosseini *et al.*, 2020) numerous locales, entrepreneurship has become fundamental because it not only allows people to access the money that is created by their ideas, but it also helps a nation progress by discovering unique solutions to problems.(Chaudhari & Singh, 2024) mentioned that the prosperity of the Indian economy depends on the success of the rural businesses.The process of action development in uncertain situations is dynamic and multiplicative, and it is critical to the entrepreneurial journey(Emami &Khajeheian, 2019). (Chaudhari, 2023) narrated that the entrepreneurs are essential to the country's economic development. Entrepreneurs are those who attempt to establish and run their own production, processing, or commercial unit, regardless of the scale or style of operation.(Mamun *et al.*, 2017) commented that for a long time, one of the most effective economic methods has been recognised as entrepreneurship, which encompasses the various tasks involved in owning and running enterprises. (Ratten, 2023) inscribed that emphasise the process factor, which is a helpful technique to comprehend how commercial ventures' originality and innovation change over time. In his research article while stating the significance of entrepreneurship (Yoganandan G *et al.*, 2018) have come up with the definition of entrepreneurs viz; a person who leads and executes sound ideas that are extremely beneficial to society and contribute to a country's economic progress is known as an entrepreneur.

The developed countries have strong technology capabilities, whereas emerging countries must be involved to advance their countries' technological foundation (Obaji, 2014) concluded that the governments of many nations support entrepreneurship because they see it as the cornerstone of their economies' industrialisation (Davila *et al.*, 2015) pointed out that Although there may be multiple startups in an emerging market, and some may exhibit early growth as a result of the market's overall size expanding, certain firms will usually face both absolute and relative market share reductions, even in expanding markets. In his tome (Gartner *et al.*, 2004) has written that Start-up activities are the behaviours and events executed by those whom are establishing a fresh company (Aryadita *et al.*, 2023) argued that The organisational structure of start-ups is frequently disorganised, even liquid, and they are subject to "liabilities of smallness" and "liabilities of newness." (McCarthy *et al.*, 2023) suggested that Startups play a crucial role in transforming innovative concepts into solutions for some of the most difficult social and economic issues facing the globe. Meanwhile, (Ali & Jabeen, 2022) reported that Start-ups are the entrepreneurial endeavours in their early stages of operation that are responsible for both economic growth and technological innovation. In the opinion of (Mamun *et al.*, 2017) suggested that to encourage entrepreneurship and professional entrepreneurial careers, colleges and institutions worldwide have implemented entrepreneurial courses.(Kárpáti-Daróczy &Karlovit, 2020) Startups have a big impact on policymaking, competitors, society, customers, and business investors. (Chaudhari, 2021) concluded that it is vital to inculcate entrepreneurial intent in students. (Mamun *et al.*, 2017)

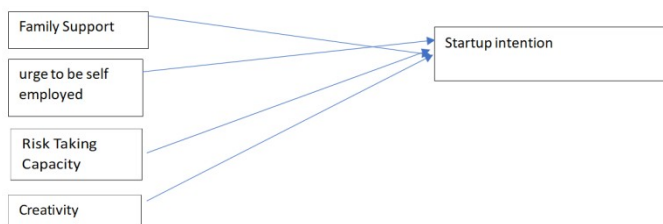
summoned that the first step in the establishment of a firm, intentions are essential to comprehending the process of venturing into a business (Caliendo & Kritikos, 2007) mentioned that only when there is a positive balance between people entering and leaving the self-employment market—that is, when the overall number of self-employed people rises—can growth in start-up activities have a long-term effect on the economy. Startups have a big impact on policymaking, competitors, society, customers, and business investors (Kárpáti-Daróczy & Karlovitz, 2020).

REVIEW OF LITERATURE

- (Chaudhari, 2013) to evaluate the entrepreneurial characteristics of different course students and the part educational institutions play in fostering these attributes. He learnt certain crucial traits that students should possess in order to become great business owners, and he discovered that the respondents' entrepreneurial drive was quite low. This situation was mostly brought about by a lack of technical expertise, a reluctance to take chances, and an inferior mentality.
- The study of (Thi Thuy Trang PHAM & Thi Bich Ngoc TRAN, 2023) revolved that both self-competence and entrepreneurial orientation are statistically significant, suggesting that young people's capability is the primary factor influencing their intention to launch a business. Furthermore, the findings suggest that students' inclination to pursue entrepreneurship is unaffected by self-expectation, attitude, perceived feasibility, and financial resources. We propose that by improving university training standards, young people will be equipped with a wealth of technical skills and fundamental knowledge needed to operate a firm.
- According to the (Martins *et al.*, 2023) findings, entrepreneurial intention is positively impacted by peer, institutional, familial, and self-efficacy support. Further factors that have a substantial impact on entrepreneurial intention are risk-taking capacity, entrepreneurial inventiveness, and understanding of entrepreneurial skills.
- (Bergmann *et al.*, 2016) suggested that while individual traits are crucial, organisational and regional circumstances also matter and have varying effects based on where the venture concept originated and where it is in its growth. Organisational features that affect whether students take action to launch a new business (nascent entrepreneurship), such as the proportion of classmates who have taken entrepreneurship courses, do not appear to encourage the actual formation of a new business.

RESEARCH METHODOLOGY

The diagrammatic representation of development of hypothesis is given below.



Objectives

- 1) To judge the potential of students regarding startup
- 2) To analyse the critical factors which can boost the start up intention.
- 3) To analyse how startup initiative can be become more popular.

Hypothesis

- H1 There is significant relationship between family support and start up intention.
- H2 There is significant relationship between risk taking capacity and start up intention.
- H3 There is significant relationship between urge to be self-employed and start up intention.
- H4 There is significant relationship between creativity and start up intention.

Table 1. Demographic profile

Variable	Characteristics	Frequency	Percentage
Gender	Male	158	44.63
	Female	196	55.37
Age	0-20	35	9.88
	21-25	120	5.64
	Above 25	199	84.48
Education	UG	149	42.09
	PG	193	54.53
	Higher studies	12	3.38
Locality	Urban	136	38.42
	Rural	218	61.58

Source :- Primary data collection

RESULT AND DISCUSSION

When assessing composite dependability, internal consistency is examined first. A suitable measure of internal consistency is Cronbach's. One should anticipate that Cronbach's alpha will be at least 0.7. Table 2 indicates that the aforementioned result is higher than the benchmark level of 0.7. Furthermore, the convergent reliability findings are shown in Table 4. The initial value in the assessment models has been compared to the loading of each indicator linked to a latent variable. The indication reliability is considered adequate only when it surpasses 0.7. Each latent variable has most of its indicator loadings greater than 0.7, as the table shows. The CR coefficient, which must be higher than 0.7, is also used to assess paradigm dependability.

Table 2. Internal consistency

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
CR	0.892	0.895	0.925	0.758
FS	0.829	0.846	0.88	0.596
RT	0.801	0.802	0.871	0.63
SE	0.806	0.817	0.874	0.635
USE	0.875	0.881	0.915	0.731

Fornell-Larcker: Three methods for evaluating the measuring items' convergent validity in respect to the relevant constructs were put out by Fornell and Larcker. These are each measure's item reliability, each concept's composite reliability, and the average extracted variance. Convergent validity measures how closely constructs and latent variables are correlated.

Table 3.

	CR	FS	RT	SE	USE
CR	0.87				
FS	0.419	0.772			
RT	0.472	0.719	0.794		
SE	0.532	0.947	0.694	0.797	
USE	0.699	0.646	0.756	0.732	0.855

HTMT: The discriminant validity is assessed using the HTMT principle, which is rummage-sale. Each and every result fallswell short of the cautious cutoff of 0.85. According to the table 4, HTMT levels fall below the dangerous value range of 0.055 to 0.801.

Table 4

	CR	FS	RT	SE	USE
CR					
FS	0.478				
RT	0.533	0.893			
SE	0.636	0.733	0.857		
USE	0.756	0.772	0.894	0.897	

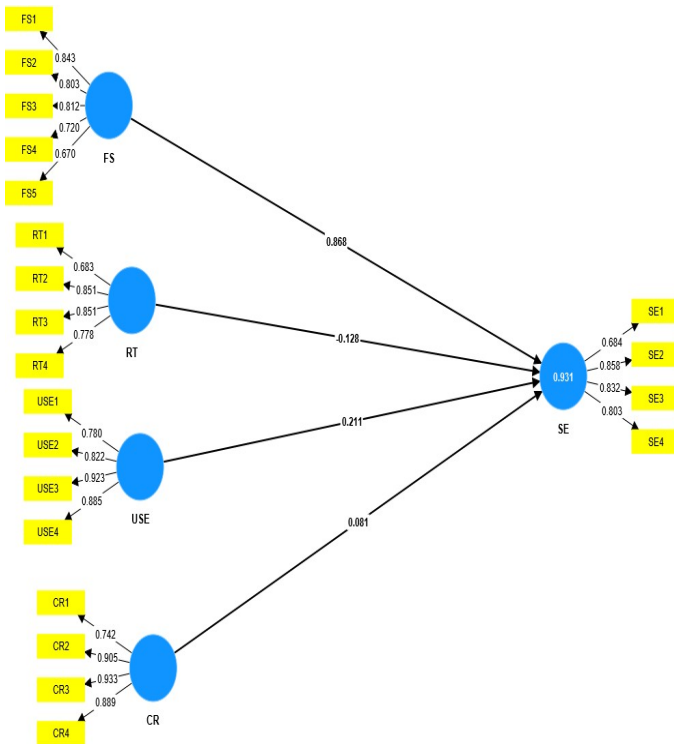
Hypothesis testing

Table 7.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CR -> SE	0.081	0.082	0.018	4.467	0
FS -> SE	0.868	0.869	0.03	29.399	0
RT -> SE	-0.128	-0.128	0.03	4.299	0
USE -> SE	0.211	0.21	0.033	6.308	0

The above table shows that the relationship between creativity and start up intention among the respondent's is significant. similarly, family support, risk taking capacity and urge to be self-employed have significant relationship with start up intention.

Graphical representation



FINDINGS AND CONCLUSION

It is seen that the students are optimistic about the start up. It is in tune with (Chaudhari Tushar, 2024) that the ample finance opportunities are available. it is necessary that technical knowledge regarding the start up is given to the employees. The startup initiatives must reach the rural sector also. It is start up initiative for agribusiness is very less.

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