A STUDY ON FACTORS THAT INFLUENCE DECISION TO PURSUE ENTREPRENEURSHIP

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ABSTRACT
The study has been undertaken to understand the individual interest on taking up entrepreneurship as a career choice. This is a descriptive study which is also exploratory in nature tapping on to key attributes like risk taking ability, work independence, etc. that contribute as factors to influence the decision of an individual to start a business. A questionnaire was devised as the instrument of survey and responses has been collected from 300 candidates pan India. Thereafter the collected data was analyzed using IBM’s Statistical Package for Social Sciences (SPSS). By this study we can identify the factors that could be used to the best as motivators to induce citizens to start up own firms which could change India being seen as a mere country of cheap labor. From this study it is found that rather than external factors like family support and friends’ support, it is internal factors that play a vital role in motivation and upbringing of entrepreneurial attitude.

KEYWORDS: entrepreneur, startups, individual attitude, intrinsic and extrinsic cues.

REFERENCES