

Comparison Research on Entrepreneurial Motivations between University Students and Social Youth Group

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ABSTRACT

Entrepreneurship is an important way to relieve unemployment pressure and promote economic running. With increasing enrollment of universities, employment situation of university students becomes more severe, therefore, university students' entrepreneurship has raised increasing attention from both government and academia. Since entrepreneurial motivations are the leading elements of entrepreneurship, it can be compared the motivations of university students with those of social youth group, to find out their similarities and differences, and thus improve the entrepreneurial environment by using their complementary effects.

Keywords: university students, the social youth, entrepreneurial motivations

PROBLEM INTRODUCTION

Entrepreneurship is an important way to relieve unemployment pressure and promote economic running. It has played an important role in promotion of both social and organizational innovation. It has been proved by the long-run world economy development that, entrepreneurial dynamism significantly reflects a country's economic vitality. Peter F. Drucker (1985) stated that entrepreneurial firms were a main force behind the US economy, since entrepreneurship could increase the job opportunity while reducing the unemployment rate. (Van praag&cramer 2001)

With increasing enrollment of China's universities, the number of universities graduates has increased significantly, and it ranks the priority of society and government to address employment issue of those graduates during the graduate season. According to the China Statistical Yearbook, by the end of 2013, regular university students in China were 24.681million, whose scale ranked the first place overall the world. Currently, China's social economy plays a strong vigor and vitality, and lots of university students and social youth group begin to discard the old ideas of "secure job" to start business on their own. In May, 2014, nine departments including Human Resources and Social Security issued "the notice of carrying out business guidance plan for university students" and proposed to ensure the expected goal of guiding 0.8 million university students on their business during 2014 and 2017.

While a number of social youth group driven by self-actualization in Maslow's hierarchy theory of needs or dissatisfaction with their current work conditions, choose to start their business after getting some work experience. Compared with university students, those social youth possess more resources and ample knowledge of society, whose entrepreneurship can also attract a great deal of attention.

Entrepreneurial motivations are the leading elements and also the causes to entrepreneurship. Although lots of research literatures are about entrepreneurship and its motivations, there are still relatively few

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researches on university students' entrepreneurship and academically systematic analysis on the social youth's entrepreneurship. Based on similarities and differences of motivations between university students and the social youth's entrepreneurship, we did some research on their relationship and conditions, with possible results of complementary effects to improve their entrepreneurial environment.

RESEARCH HYPOTHESES

We use empirical study, and start from entrepreneurial motivations for further discussions, aiming at providing valuable references for university students and the social youth's entrepreneurship. Both groups have many similarities, such as belonging to young generations, having the same kind of passion, strongly pursuing their dreams, and etc. However, due to different degree of the social contact and education received, as well as changes of life pressure, their entrepreneurial motivations can be different. Therefore, based on the typical similarities and differences between university students and the social youth, we raise the following hypotheses to their entrepreneurial motivations.

First Hypothesis: when compared necessity entrepreneurship with the opportunity one, the social youth have stronger preference for necessity entrepreneurship than university students.

In the work life, social youth group has more peer pressure and a stronger demand on self-actualization than university students. Since their deeper understanding and contacts to the society, the social youth are more likely to be driven by their own thoughts, and having a strong desire to start their own business. As for university students, they are given relatively high expectation from most of universities and the society, and receive in school trainings about entrepreneurship, which however, can bring negative impacts on their entrepreneurial motivations, because they lack such kind of resources and confidence. Instead, they will consider starting business only when having a high chance for success. And the hypothesis is the result from above.

Second Hypothesis: on entrepreneurial motivations, university students are less influenced by their family than social youth are.

Strictly speaking, university students are the premature “half social man”. They are not completely economic independent, who still rely mostly on family's economic support. Therefore, no matter subconsciously or consciously, they are less likely to be influenced by family's pressure than those social youth. Besides, their immature mentality makes them seldom consider family in their entrepreneurial motivations. But for social youth, they are more likely to be influenced by family, since they often bear economic pressure on their own. And family influence is a relatively comprehensive factor, in which parents' education background, occupations, their support to children and etc will bring impact to children's entrepreneurial motivations. For these reasons, the second hypothesis is reached.

Third Hypothesis: on entrepreneurial motivations, social youth are more likely to be influenced by gender than university students are.

Since female plays a different role from male in the society, this role positioning shows female different characteristics from male in their work and entrepreneurial intention. However, it is not obvious of gender role difference in university, and female students don't have to face pressure from problems like marriage and fertility, so they still have a certain entrepreneurial intention relatively to those female social youth. As Olga Gonzalez-Morales, Flora M. Diaz-Perez mentioned in their research on social youth group in Canary Islands by gender and school category, that female, especially those who have received public school education, were less likely to accept management positions as their future career. Therefore, the hypothesis is that there is little difference of entrepreneurial motivations between female university students and male students, but for social youth group, male has stronger entrepreneurial motivations than female.

RESEARCH DESIGN

Research Object

The research uses questionnaire survey and follows the principle of convenient sampling, to survey ten universities in Guangzhou Higher Education Mega Center, mainly represented by Guangdong University of Foreign Studies. The total number of effective questionnaires is 78, with an effective rate

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of 97.5%, of which 80 questionnaires were issued and collected back, and 2 invalid questionnaires were rejected. As for social youth group, 80 questionnaires were issued to the social youth under 30, who live in Guangzhou and other surrounding cities, with 80 questionnaires collected back and 3 invalid questionnaires rejected. The total number of effective questionnaires is 77, with an effective rate of 96.25%.

Preparation of Questionnaires

The questionnaires refer to the measurement scales of university students’ entrepreneurial motivations edited by Riguang Gao (2009), and add marital status, gender analysis, family information and etc for a simple modification. The questionnaires consist of 4 dimensions and take the five integral method from 1 (strongly disagree) to 5 (totally agree). Reliability of the questionnaire will be tested in the next part.

Data Processing

According to the actual questionnaires and research requirements, we will replace characters in the questionnaires with value for the convenience of analysis. For the gender dimension, we use 1 to represent male, 0 to represent female; for entrepreneurial motivations, 1,2,3 respectively represents “necessity entrepreneurship”, ”opportunity entrepreneurship” and “no entrepreneurship intention”; for parents’ occupations and education background, the choices start from 1 and sort in ascending order; for measurement scale of university students’ entrepreneurial motivations, the 16 choices are arranged into 4 groups, respectively represent “pursuit of fame and fortune”, “family influence”, “self-actualization” and “ social support”, with each choice using the five integral method from 1 (strongly disagree)to 5 (totally agree). Judgment of respondents’ motivations intensity depends on average score of the 16 choices, and the same judgment in each dimension also comes from the average score within it.

RESEARCH RESULTS AND ANALYSIS

Reliability Test of the Entrepreneurial Motivation Questionnaires

Cronbach's alpha coefficient is used to exam the internal consistency in each dimension of the questionnaires. Results are showed in table 1 and table 2.

Table1. *Test Results of University Students (N=78)*

	α coefficient	standardization of α coefficient	number of terms
pursuit of fame and fortune	.822	.825	4
family influence	.772	.773	4
self-actualization	.918	.918	4
social support	.869	.873	4
in total	.914	.913	16

Table2. *Test Results of Social Youth Group (N=77)*

	α coefficient	standardization of α coefficient	number of terms
pursuit of fame and fortune	.839	.847	4
family influence	.860	.860	4
self-actualization	.923	.923	4
social support	.880	.877	4
in total	.945	.947	16

From the data above, reliability coefficients of each dimension in both tables are close to or over 0.8, which explain that the measurement scale has good internal reliability.

Statistical Inference Analysis of Necessity and Opportunity Entrepreneurship Preference of the Two Groups

Cross grouped frequency analysis is used to make comparison on entrepreneurial motivations of the two groups. The results are as follows.

Table3. *Cross Tabulations*

		Entrepreneurial motivations				
			necessity entrepreneurship	opportunity entrepreneurship	none	total
Group	University students	count	14	40	24	78
		expected count	22.1	39.8	16.1	78.0
		percentage of the group	17.9%	51.3%	30.8%	100.0%
		percentage of entrepreneurial motivations	31.8%	50.6%	75.0%	50.3%
		percentage of the total	9.0%	25.8%	15.5%	50.3%
		residual	-8.1	.2	7.9	
		standardized residual	-1.7	.0	2.0	
		adjusted residual	-2.9	.1	3.1	
	Social youth	count	30	39	8	77
		expected count	21.9	39.2	15.9	77.0
		percentage of the group	39.0%	50.6%	10.4%	100.0%
		percentage of entrepreneurial motivations	68.2%	49.4%	25.0%	49.7%
		percentage of the total	19.4%	25.2%	5.2%	49.7%
		residual	8.1	-.2	-7.9	
standardized residual		1.7	.0	-2.0		
adjusted residual		2.9	.0	-3.1		
Total	count	44	79	32	155	
	expected count	44.0	79.0	32.0	155.0	
	percentage of the group	28.4%	51.0%	20.6%	100.0%	
	percentage of entrepreneurial motivations	100.0%	100.0%	100.0%	100.0%	
	percentage of the total	28.4%	51.0%	20.6%	100.0%	

Table4. *Chi-squared Test*

	Value	df	Asymp. Sig. (2-sided)
Pearson chi-square	13.825 ^a	2	.001
likelihood ratio	14.332	2	.001
N of valid cases	155		

From the table above, 17.9% of university students choose necessity entrepreneurship, while 51.3% choose opportunity entrepreneurship. Necessity entrepreneurship takes up 39.0% of the social youth, while opportunity entrepreneurship takes up 59.6%. Since Asymp. Sig.(0.001) in Chi-squared test is less than significance level(0.005), we can reject the null hypothesis and assume that entrepreneurial motivations are related to university students and the social youth group.

Analysis of Family Influence on Entrepreneurial Motivations of the Two Groups

Correlation Analysis on Relationship between Entrepreneurial Motivations and Family Background of the Two Groups

First, we take correlation analysis of both groups' entrepreneurial motivations in terms of family background, and find out whether parents' occupations and education degree influence their children's entrepreneurial motivations. The results are as follows.

Table5. Correlation Analysis between Family Background and Entrepreneurial Motivations of the two groups

		Entrepreneurial motivations	Father’s occupation	Mother’s occupation	Father’s education degree	Mother’s education degree
Entrepreneurial motivations	Pearson correlation	1	-.125	-.179*	.260**	.213**
	Significance(two-sided)		.121	.026	.001	.008
	Sum of squares and cross-products	88.737	-25.465	-37.479	39.400	32.070
	Covariance	.576	-.165	-.243	.256	.208
	N	155	155	155	155	155

From the table above, for both university students and social youth group, their entrepreneurial motivations have no significant correlation with parents’ occupations, and weak correlation with parents’ education degree, whose significance levels are near 0.001. We further take partial correlation analysis, in which group is considered as the control variable. The results are shown below.

Table6. Partial Correlation Analysis between Family Background and Entrepreneurial Motivations of the two groups

control variable			Father’s occupation	Mother’s occupation	Father’s education degree	Mother’s education degree	Entrepreneurial motivations
Group	Entrepreneurial motivations	Correlation	-.061	-.103	.190	.139	1.000
		Significance (two-sided)	.454	.204	.018	.085	.
		df	152	152	152	152	0

Table 6 shows that when taking group as the control variable, significance levels of entrepreneurial motivations and parents’ education degree are larger than 0.01, which means that the correlation is not significant, while the correlation in table 5 is possibly related to different groups. Therefore, family background can be excluded from influence factors to both groups’ entrepreneurial motivations.

Research on Relationship between Entrepreneurial Motivations and Family Influence of the Two Groups

Correlation Analysis between Entrepreneurial Motivations and Family Influence or Support

Correlation analysis is conducted between entrepreneurial motivations and family influence, on university students and social youth group respectively. The following table shows the results.

When compared table 7 with table 8, significance levels of the correlation analysis are 0.000 for both groups, which mean a highly significant correlation between entrepreneurial motivations and family influence. However, Pearson coefficient of university students is less than that of the social youth group, which means that university students are less influenced by their family.

Table7. Correlation Analysis between Entrepreneurial Motivations and Family Influence of University Students

		Relatives’ influence	Relatives’ help	Family’s encouragement	Family’s help	Entrepreneurial motivations
Entrepreneurial motivations	Pearson correlation	.692**	.619**	.574**	.514**	1
	Significance (two-sided)	.000	.000	.000	.000	
	Sum of squares and cross-products	37.841	32.125	33.716	28.403	37.611
	Covariance	.498	.423	.444	.374	.495
	N	77	77	77	77	77

Table8. Correlation Analysis between Entrepreneurial Motivations and Family Influence of the Social Youth Group

		Relatives’ influence	Relatives’ help	Family’s encouragement	Family’s help	Entrepreneurial motivations
Entrepreneurial motivations	Pearson correlation	.783**	.684**	.756**	.721**	1
	Significance (two-sided)	.000	.000	.000	.000	
	Sum of squares and cross-products	47.173	41.392	44.011	41.414	42.860
	Covariance	.621	.545	.579	.545	.564
	N	77	77	77	77	77

Regression Analysis between Entrepreneurial Motivations and Family Influence or Support

After the correlation research and comparison between the two groups’ entrepreneurial motivations and family influence, we further discuss the causality between them. And regression analysis is conducted respectively on the two groups, with four dimensions of family influence as control variables and entrepreneurial motivations as a dependent variable. The results are as follows.

Table9. Regression Analysis between Entrepreneurial Motivations and Family Influence of the Two Groups

group	R ²	F	Sig.	Beta	t	dependent variable
University students	.650	33.920	.000 ^q	1.202	6.848	Entrepreneurial motivations
Social youth	.787	66.656	.000 ^a	.958	5.732	Entrepreneurial motivations

In table 9, R square of social youth group is greater than that of university students, and significance values of both groups are 0, which mean that both groups’ entrepreneurial motivations are related to family’s influence, and such impact is greater on social youth group, thus the second hypothesis is proved.

Difference Comparison of Gender Influence Degree on the Two Groups’ Entrepreneurial Motivations

T-test of the two independent samples is used to exam the motivations, taking gender categories as grouping variables. We reach the following results.

Table10. Gender Difference Analysis of Entrepreneurial Motivations of the Two Groups

	Group	Gender	N	Mean	Sig of F test	Sig of t test
Entrepreneurial motivations	University students	male	41	3.1997	.460	.265
		female	37	3.0220		
	Social youth group	male	38	3.5181	.397	.518
		female	39	3.6298		

From table 10, both groups have similar mean difference of gender based motivations, and social youth group has stronger motivations than university students. Read from the F test results of the two groups, their significance levels are higher than 0.05, with 0.460 and 0.397 respectively, so the variance of gender samples for both groups are the same. As seen from the equal variance t-test results, their significance levels are 0.265,0.259, 0.518 and 0.518, all of which are far over 0.05, so that the null hypothesis is accepted and there is no significant difference of entrepreneurial motivations between different genders for both groups. Although social youth group have stronger motivations, gender differences of motivations in both groups are not remarkable, so the third hypothesis is rejected.

To further compare entrepreneurial motivations of the two groups and find out any significant difference, we add t-test of the two independent samples to both groups’ motivations. Results are seen as below.

Table11: *Difference Analysis of Entrepreneurial Motivations of the two Group*

	Group	N	Mean	Sig of F test	Sig of t test
Entrepreneurial motivations	University students	78	3.1154	.422	.000
	Social youth	77	3.5747		.000

Equal variance t-test is still used here, and the data shows that entrepreneurial motivations of the social youth group are really stronger than those of university students. 0.000 of t-test significance level (less than 0.05) explains that there is significant difference between two groups’ motivations.

RESEARCH RESULTS AND DISCUSSION

Analysis of Entrepreneurial Motivation Preference

Comparison study is made between university students and social youth group from dimensions of necessity entrepreneurship and opportunity entrepreneurship. The total number of university students is 78, with respectively 14, 40 and 24 people in following three dimensions; while the total number of social youth group is 77, with respectively 30, 39 and 8 in each dimension. The research results show that the social youth group has more preference towards necessity entrepreneurship, as showed in the following figures.

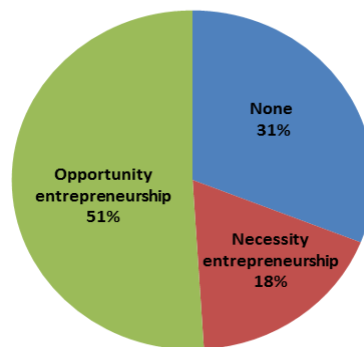


Figure1. *entrepreneurial motivation preference of university students*

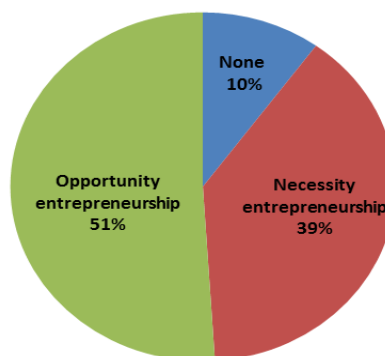


Figure2. *entrepreneurial motivation preference of social youth group*

From above, social youth group’s preference to necessity entrepreneurship is stronger than university students, which is possibly the result of their stronger self-actualization awareness and material needs. Besides, it’s common that the social youth choose to start their business under life pressure and are willing to take more risks, thus leading to a higher preference to necessity entrepreneurship.

Regarding the conservative entrepreneurial motivations of university students, who still prefer opportunity entrepreneurship to avoid risks, even they have an intention to start business, universities can take more trainings to develop their students’ entrepreneurial consciousness. As Hua Zhang, Ying Zhang mentioned after their research on psychological features of Chinese students in terms of

entrepreneurial spirits, that having a strong entrepreneurial intention is not enough, university students still need sufficient accumulations on their entrepreneurial ability, faith, motivations and determination. Government and society can also give more opportunities and subsidies to the two groups, to further impel their entrepreneurial behaviors.

Analysis of Relationship between Entrepreneurial Motivations and Family Influence

In this analysis, family influence is divided into two aspects- on the one hand, family background's influence, including parents' occupations, education degree and etc; on the other hand, related factors of family influence on entrepreneurial motivations, such as their support, encouragement and etc.

On the first aspect, family background doesn't have any significant influence on the two groups' entrepreneurial motivations. Motivations of individuals from different backgrounds and with parents taking different occupations, are not significantly affected by them. It shows that both groups' motivations have little relationship with the family background, which gives them more confidence so that their entrepreneurship is not much bound by their family background.

On the second aspect, entrepreneurial support and encouragement from family and relatives can have a positive impact on respondents' motivation development, and there is a strong correlation in between. Besides, family influence on university students is less than that on the social youth group.

Analysis of Relationship between Entrepreneurial Motivations and Gender Influence

From difference analysis in gender dimension, there is no significant difference of entrepreneurial motivations under gender influence, and the motivation difference between male and female is so little that can be neglected. As Kunfeng Cao mentioned in his research in 2010, it was possibly that with the social progress, there was little difference in social treatment towards female and male. And in his research, male has a higher average score than female, but the difference is not remarkable. While in our research, both male and female have roughly the same average score, and no significant difference between them. It's possibly that male and female don't have much different entrepreneurial motivations and choices, or at least the influence and choices they make seemingly tend to be the same.

Moreover, it is found that the social youth group's motivations are higher than those of university students, and further researches have been done to prove a significant difference between them, in which the social youth have stronger manifestation.

CONCLUSIONS AND PROSPECTS

Research Conclusions

With methods including questionnaire survey, literature research, as well as data analysis and empirical study by SPSS, we do a comparison research on influence factors of entrepreneurial motivations of university students and social youth group. The results come as follows.

First, social youth group are driven more by necessity entrepreneurship.

Second, entrepreneurial motivations of the two groups are not influenced by family background, but to a great extent, by family encouragement and support. And the social youth are under greater influence, with a higher positive correlation between entrepreneurial motivations and family influence.

Third, entrepreneurial motivations of the two groups are not influenced by gender difference. No matter male or female, they are roughly the same in choice of their motivations.

Fourth, compared with university students, the social youth have stronger entrepreneurial motivations.

Research Prospects

So far, there is no well-organized system of researches on university students' entrepreneurial motivations, while most of them take reference of social entrepreneurs without much regard to the

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unique characteristics of university students. We still need more efforts for extensive comparison researches on university students and the social youth group. And there are some areas worthy of in-depth studies or improvement in the future.

First, as the social youth group has higher entrepreneurial motivations than university students, it can raise people’s attention on how to improve entrepreneurial motivations of university students, meanwhile meeting the entrepreneurial demands of social youth group.

Second, considering the social youth’s preference for necessity entrepreneurship, we can study on how to make combination of necessity entrepreneurship with opportunity one to reach mutual benefits.

Third, there are many influence factors on entrepreneurial motivations of university students and the social youth group, but only a few factors are considered in this research. Comprehensive researches are recommended to take more factors into consideration, so as to develop a complete theoretical framework.

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