



# **A SOCIOLOGICAL STUDY ON THE ENTREPRENEURSHIP AMONG GUJARATIS IN KOCHI**

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*By*

**ALEENA SERINE**

*Under the guidance of*

**Dr. ANISHA K A**

POST GRADUATION DEPARTMENT OF SOCIOLOGY

SACRED HEART (AUTONOMOUS), THEVARA, 682013 KOCHI, KERALA,

INDIA

## **ABSTRACT**

This research is mainly focused on the entrepreneurship among Gujaratis in Mattancherry settlement. This research is descriptive as well as exploratory. Gujaratis who are living here are undertaking business. Even though they are migrants, they are maintaining their cultural practices here. They have their own temples, schools and organization. It is important to analyse the factors that affects their entrepreneurship. In this changing world, following traditional business is very risky. Thus the first objective of the research is to find out the factors affecting entrepreneurship. The attitude of different age groups towards entrepreneurship may differ by changing demands of society. Thus the second objective of this research is to find out the attitude towards entrepreneurship with reference to age.

**Keywords:** *Entrepreneurship, Entrepreneur, Attitude and Age*

## CHAPTER- I

### INTRODUCTION

Kerala, with its splendid eco meadow, charming stretch of backwaters and cresting boundaries of the Western Ghats, is considered as one of the beautiful states in India. The state of Kerala was born on November 1<sup>st</sup> 1956 by the integration of Travancore, Cochin and Malabar regions. When we compare Kerala's population to other states it is far lower. The population of Kerala is less than the national average. When we compare the census regarding population, there is an increase. In 1951 the population was 15.6 million and at 1991 it reached up to 29.1 million. And the population rate at 2001 was 31.8 million. 2011 census states that Kerala's population is 33.3 million. The most densely populated area of Kerala is coastal regions. The Kerala state comprises of 87 municipalities and 6 municipal corporations. The state has 6 corporations and among six corporations, Cochin was the first to assume the status of metropolis. Kochi is situated on the west coast of India and it is situated on the district of Ernakulam. Kochi is known as the 'Queen of Arabian Sea'. Fort Cochin and Mattancherry, the municipal towns of Ernakulam, were merged in 1967.

The population of Kerala, India is heterogeneous and it comprises of many ethnic groups. And when we analyse the origin of these ethnic groups they are from different parts of India. They have different cultural and religious traditions. The language of Keralites is of Malayalam and the various ethnic groups speak their own languages. The ethnic and racial history of Kerala has been studied by many and it raised many controversies too. Several historians, anthropologists and scholars studied about the ethnicity of Kerala. As it is known that the people of Kerala speaks Malayalam language and they are polygenetic too. It also constitutes many ethnic groups and different religions. The census of India did not identified the ethnic groups of India. The study which was published in 2009 by David Reich et.al. states that the population of India consist of heterogeneous and divergent population. And also he stated that it was a mixed form of ancient times. They consist of Ancestral North Indians, i.e., the Indo-Aryan speaking population and the second one is the Ancestral South Indians, i.e., Dravidian speaking population.

### ENTREPRENEURSHIP

Risk is an important factor in business. Thus an entrepreneur is the one who takes risk, finds solutions to problems, and general job pool-employment for the people of the society where he lives. Economic development comprises of many factors and one among that is the entrepreneurship. Entrepreneurship involves many process and one among is the entrepreneurial process. The process of entrepreneurship starts with the entrepreneurial intentions. When a culture supports the entrepreneurial attitude of people, it also provides the favourable institutional environment too. Different societies have different cultures and values and thus it also influences the decision to create new businesses. An entrepreneur is the one who search and evaluate opportunities. Undertaking business make a person independent, self- employed and also an entrepreneur contributes to the economic development of the country as well as the development of society. When business firms develop in the nation it also provides

employment opportunities to the people. An important indicator for the socio- economic development of the nation is the entrepreneurship. Humans are considered as the social creatures and they create the social institutions. The social structures consist of many things which include family, state and firms. When we take family it is the primary institution and it is the basis for all. It affects the composition, existence and success of an entrepreneur. Entrepreneurial attitude can be considered as a cultural trait and the economist believes that entrepreneurship is the base for economic development and prosperity. For the economists entrepreneur is the one who has certain skills and attitudes and he must grab the opportunities in the economy and must bear the risk. This was stated by Frank Knight and he states that the ability to take risk is critical. And also Joseph Schumpeter states that the grabbing of opportunities is an important skill of an entrepreneur.

The capability of an individual to behave entrepreneurially develops because it makes him to behave independently. Capital is an important aspect in this manner. When one develops the notion of entrepreneurship he also needs some money to invest. Another important factor to behave entrepreneurially depends upon the capability, social capital, attitudes towards entrepreneurship and this attitude includes firm ownership, risk and independence. Thus when an individual acts as independent then it is the result of his abilities and attitudes.

There are many researches which focus on the reason behind the development of new firms and also the reason behind the increase in the entrepreneurial characteristics of individuals. An important question which arise in this situation is that why some develops entrepreneurial characteristics while others not. The research found out that there are certain factors which influence the entrepreneurial character of people. The factors such as economic factors, social factors all are responsible and are affecting the entrepreneurial character of the people. Profit is another important factor. When people gets more profit by becoming independent and self- employed then they will choose business as their career option. There are certain conditions which enable individuals to develop entrepreneurial character. The first one is that the intention to behave independently, second one is that the influence of profit from entrepreneurship and the last condition is that the means to achieve that opportunity.

The motivation to behave entrepreneurially can be related to utility- maximizing theory of entrepreneurial behaviour. The desire to become an entrepreneur relies upon the human capital, autonomy, risk, work effort and income. When an individual has more independence, income, risk taking quality, he will likely to behave in a more entrepreneurial manner. The means to achieve ends depends on the resources they have. Financial and human capital is needed for an individual to become an entrepreneur. Many of them like scholars gave importance to human capital of entrepreneurship of individuals and following Douglas and Shepherd defined the entrepreneurial human capital as the individual abilities and attitudes towards entrepreneurship.

The factors which includes in the human capital of entrepreneurship includes the capital, opportunities, risk, decision making and hard work. Another necessary condition for entrepreneurship is that the profit which is created by the new organizations. When an individual decides to start a new venture it is depended on the human capital as well as the availability of the means. Another factor is the preparation of individuals to become an entrepreneur. The preparation of individuals exemplifies the desire of an individual to become independent. Thus all these factors enable an individual to become an entrepreneur

### **ENTREPRENEURSHIP AMONG GUJARATIS IN KOCHI**

Gujaratis are those who mainly live in the state of Gujarat as well as in the neighbouring state of Maharashtra. There are Gujaratis who mainly live outside the state and they are living as business men and merchants. There are also Gujaratis who live in Kochi. There is no evidence regarding the time and period in which Gujaratis got migrated to Kerala. Different studies show different times. It is said that Gujaratis migration started in Kerala from 13<sup>th</sup> century onwards. They landed first at Calicut. Today many of them are living in Kochi and there is no evidence about the time in which they migrated to Kochi. It is said that their migration to Kochi started at 1865. These early migrants came from regions like Cutch, Saurashtra regions and Bombay and they chose towns like Alappuzha, Kozhikode and Kochi to settle. Gujaratis were mainly narrowed down to their business activities. The goods were stored in the warehouses and Gujaratis also stayed there. They have also relations with the local Malayalees who are living there. Thus Mattancherry became their center for business activities and also Gujarati colony developed there. They are living in Kochi by keeping all of their social customs and practices. And also they have their own temples, schools, associations and these are all preserved with their old traditions and practices.

The date in which they arrived at the port of Kerala is a matter of controversy. It is a fact that they has trade contacts with Malabar even before the arrival of Portuguese and it has been proved by the Portuguese factories of Canannore and Calicut and it was in the period between 1501 and 1530 and it mentions the Gujaratis of Calicut. The occupational mobility which has started in 19<sup>th</sup> century increased in India and it was because of several factors such as age, regional location, changes in occupational structure, population size and rate of growth.

It is said that the 18<sup>th</sup> and 19<sup>th</sup> centuries are considered as the periods of famines and there was also an increase in the economic opportunities. Thus this period is characterized as the time in which maximum migration has taken place. Industrial revolution also played an important role in this aspect. It created new markets in India and also created new and more opportunities for the trading communities. Thus when new markets and better opportunities get created people began to get move towards urban areas. And thus the process of urbanization began to get increased. Thus the migration of people will begin. There are different ethnic groups who reside in urban areas as a result of migration. Those immigrants who belong to particular region, language, tribe, religion etc. will reside in specific geographic locations in the urban areas and they will also preserve their culture too.

There are studies which show the ethnicity of Kochi in comparison with Gujaratis. They migrated mainly for trade purposes. They are traders and along with their activities in Kochi they preserve all their social customs and practices. They has years of history in Kochi and also they are preserving their ethnicity too. Even though they are migrants they have community schools, associations, temples in their settlement. They are still following their dress, habits, customs, language, food etc. Even in the contemporary changing world they are maintaining their culture and traditions. They also celebrate their festivals as well as Kerala's festivals. In this context it is important to know that what factors make them to maintain their practices and culture.

Gujaratis are primarily adventurous and risk loving trading community. Kerala is known for several spices and the state has provided plenty of opportunities for their trade. And also provided items such as pepper, tea, turmeric, coir, rubber etc. Thus many of them engaged in such transactions. They have also shown their talents in other fields of business such as textile, stationary, hardware's and sweets. Kerala's first printing press was started by a Gujarati, Devji Bhimji. There are also some textile mills like Asoka textiles, Always, owned by the Gujarati. There are also who are specialized in saw mill industry and coconut oil mills. And also some are engaged in the production of cycle spares, stainless steel, furniture and gold ornaments. Women are mostly engaged in Sweet making, Mehendi designing, Dress stitching, Dress designing etc. Thus their contribution to the business is remarkable.

Thus from their settlement here it is completely known that regional characteristics of Kochi at that time have attracted them. When there is rich natural resources which provide people opportunities to people, they will gradually settle at that place. And also when there arise problems in the country of origin people gradually moves from that place and settle somewhere else where they get peaceful atmosphere and good and enough opportunities to live. The same thing has happened to Gujaratis at the Kochi settlement. But the question arise at this context is that what makes them to follow business at here in Kochi. Thus there arise the need to check the factors affecting entrepreneurship.

### **FACTORS AFFECTING ENTREPRENEURSHIP**

Entrepreneurship of Gujaratis is mainly influenced by many factors such as family, parental support, religion, tradition etc. The entrepreneurial quality also plays an important part in the development of entrepreneurship in a person. The qualities such as risk taking quality, innovation, to start a new enterprise etc. All are needed for a person to become an entrepreneur. Only few individual have these qualities and many of them develop these qualities through training themselves.

The primary group of the society is the family. Several studies showed that family and entrepreneurship education has an impact on entrepreneurship. When the family members get involved in entrepreneurial activities it influences the individuals intention and also the motivation given by the members in the family enhance other family members to start new ventures. When new ventures get started by the members in the family it also leads to some changes in the structure of the family. Thus the influence of family on entrepreneurship is an important aspect to measure.

There are three reasons which states that family is important to entrepreneurship. Family is considered as a stronger entrepreneurial team in which strong ties in family leads to stronger relations and motivations. Second reason is that the family is an institution which provides resources for its members and it will also enhance the members to start businesses. Third reason is that many scholars have stated that family and the businesses cannot be separated. When a family constitute several members it give strength to start business and also it gives motivation and inspiration to members in the family in businesses.

The important factor which influences a person to become an entrepreneur is that the personal background of individuals in which they born. Apart from this factor a multitude of environmental factors also plays an important role in developing the entrepreneurial qualities of an individual. Another important aspect that affect the entrepreneurship is that the socialization of individuals. The idea about the entrepreneurial risk is influenced by the family background, as children from entrepreneurial backgrounds will be more informed by such activities. Some children will tend to follow the footsteps of their parents and thus it affects their entrepreneurial qualities too.

Thus from these reasons we can conclude that family plays a very important role in businesses. When a person is more exposed to a family culture in such a way that where innovation leads to get transformed into great business or a tremendous wealth for the children, then it can be seen as the tradition in which they wish to continue. The belief in the family inspires many of them to do business or to follow their family businesses. In western societies it is believed that the joint family system is a hindrance towards the enterprise creation. But when we examine southern countries there are lots of examples which shows the success enterprises managed by families. Several studies show that the big family enterprises are those who dominate the large scale industries. The success of these family corporations can also be traced to the motivation and influence that is given by other members in the family. There are also many family businesses which was started to provide employment for the unemployed family members. Thus starting business also leads to changes in the family structure and also changes in the society as well. Thus there is importance as well as impact of family on entrepreneurship.

The role of education is another important factor which influences entrepreneurship. When an individual acquire entrepreneurship education it will enable the individuals to be more skilled in entrepreneurship and also he will achieve certain entrepreneurial qualities. And also by acquiring entrepreneurship education start up failures can be avoided. The market demands are changing day by day. Thus only by applying new techniques and innovations in a firm one can sustain. Today most of the youth have a qualification of any of the business related courses like MBA. Attaining higher education in various streams enable them to achieve success in respective fields.

Business related studies will definitely help a person to solve their business related problems and also these studies are the basis for starting business. The scope of certain business can be measured by these studies as well as the major problems can be understood and one can get aware of the problems and the risk regarding business. Business bears risk. Because of competition and market demand an entrepreneur must be

learn how to handle such risk and problems in the field. Thus when an individual acquire education regarding entrepreneurship, he will be aware and be understood of the realities in the business field.

Another important factor which influences entrepreneurship is that the religion. Every religion has their own motto, teachings, practices and values. Each religion in the world says that everyone should find their own food and livelihood by their own efforts and works. Achievements which man gain must be through hard works. Gujarati religion also teaches them with this. They follow religions such as Hindu, and Jainism in Mattancherry settlement.

The attitude of the youth as well as the younger generation towards business is different. There are families who continue their family business. There are Gujaratis in Mattancherry settlement that follows family business in present days too. But the question which arises in this aspect is that the traditional business whether gives profit to them. Because the demand of the people is changing day by day, so there is a need to update the business and new products must be sold. Then only it brings profit. The attitude of the youth towards entrepreneurship will be in this manner. But the aged people are of the view that they wish their grandchildren too to follow family business. Because that businesses are those which are handed over generations. Thus stopping them will bring more feelings to them. Thus the culture of handing over the business plays an important role in this aspect.

When the youth get education in different fields their choice also differs. The qualification in business related courses will give them more ideas regarding business and they will make changes and modifications in family business too. Today youth are more interested in starting new firms or they are more interested in inventing new products in the market according to the needs of the people. Thus maintaining family or traditional business will not bring profit to them. But by making changes or there must be some element which attracts the customers, then it will be a success. In the case of Gujaratis it is different. There are youth who are started new business and now a days they are getting migrated to different countries and places for new opportunities. Because the demand for business in their settlement is decreasing day by day. And also they did not have sufficient resources to continue their business there. The demands of the people towards such products are decreasing.

Here in this research the focus is on the factors affecting entrepreneurship of Gujaratis and also about the age difference in the attitude towards entrepreneurship among Gujaratis in Kochi settlement. The attitude towards business is different for people and it will be different among old and the youth. The aged people will not have any education on business and they will maintain their firm as it was earlier. But the youth will seek education and training regarding business and they will make changes in their family business or they start business with new innovations and creations.

## CHAPTER – II

### REVIEW OF LITERATURE

#### INTRODUCTION

Review of literature is mainly used in a research to get familiar with the topic. The main purpose of the review of literature is that it makes the research more aware of the other related works. It is the nucleus of all research. In this research the review of literature mainly focuses on the factors which affect entrepreneurship and also the entrepreneurial attitude.

#### GUJARATIS IN KOCHI

A study conducted titled “The Setting And The People” about the Cochin city of Kerala and also it explains about the Gujarati settlement in fort Kochi and Mattancherry. Earlier Gujarati settlements were visible in districts like Kozhikode, Alappuzha and Kochi. Here in Mattancherry settlement they are living as self-contained group. The main focus of this study is the external and internal factors which led them to migrate from their state. The internal factors include natural calamities, political instability and the socio-economic conditions at Gujarat at that time. The external factors include industrial revolution and the expansion of trade throughout the world and it created new job opportunities too. By this new markets began to get developed in our country too. Majority of the Gujaratis have their inborn trait of doing trade and business and Kochi gave them immense of opportunities for trade and business.

“The Gujarati Migration To Kerala” is an article by T. Jamal Mohammed (1983). There is no actual evidence about the year in which Gujaratis migrated to Kerala. It is presented by different authors differently about their migration. In this article the author states that Gujaratis migrated to Kerala 800 years back when Mohammed Gazni invaded Gujarat. The traditional profession which was undertaken by the male population at that time made them to keep away from their families for along time. He also explains about the migration and immigration of Gujaratis. The 18<sup>th</sup> and 19<sup>th</sup> centuries was a period of several problems like famine and also this was a period which marked the increase in economic opportunities and this made a large number of migrations. The Travancore ruler invited Gujaratis to settle down there and it was for the purpose of the promotion of trade. Another important factor for their migration which he explains is that the regional characteristics. Socio economic conditions which prevailed in Gujarat also paved the way for migration. The period from 1664 and 1757 witnessed struggle between Mughals, the Marathas and the local chiefs. These struggles made severe consequences to the people such as their business centres and properties were grabbed and the people lost everything. And this also led to their migration.

According to Achyut yagnik and Suchitra Sheth, in their book “The Shaping Of Modern Gujarat” (2005), they explain about the mercantile period is of very much important. This book explains about the trading community among Gujarati people. Traders have special names such as *Vaniya* or *Vanijah*. It is said that from the early Chalukya period onwards two processes led to the creation of mercantile ethos in Gujarat. The first one was the social process which led to the advancement of merchant community and

second one was many people got converted to Muslim sects and it resulted in subsequent shift in trade and commerce. It is a traditional belief that the Vaishya community was trading community. With trade expanding and intensifying commercial societies became highly skilled and segregated. Some merchants and their institutions are also explained in this book. *Vepari* the term used for traders, *Sharaf* (Banker), *Dalal* (middlemen), *Margarita* (agent) and *Araria* (commission agent). As the number of business groups developed and enlarged, traders and artisans became fully independent organizations to govern trade and traders. There have been more than a thousand traders' organisations Years-Years. Jain texts from the Chalukya period refer to *Shrenis*, who were groups of craftsmen and artisans. Another institution was *Panchkula*, a 5-member assembly.

Fortkochi and Mattancherry is a journal (2017) part 2, which was published in first post. The second part of the journal explains about the Gujarati trading community in Kochi. Besides Kochi; Thiruvananthapuram, Alappuzha and Kozhikode allow them enough chances to succeed, too. Today over 700 families of Gujarati live in Mattancherry. Although the roots of these families are in Gujarat, they are skilled in Malayalam. Shri Cochin Gujarati Mahajan is Gujarati 's representative organization that includes the Marwari, Jains, Patel's, and others. The Mahajan has been integrating with the local people by displaying programmes during Kerala festivals such as Onam and Navaratri. Major issue of the community today is the shrinking business opportunities. This article also points to a question, which is that they adhere to their traditional business and are unable to keep up with the new changes that are taking place in corporate arena.

“Mattancherry Rewind: Gujarati Traders Tryst with Spice” is an article by Pragya Dhaka and Swabnom Deka (2018). This was an article which was published in Delhi post about Gujarati's. India is also known as the land of spices and Kerala one of its main base for spice trade. Kerala had monopolized on the spice trade as its ancient port of Muziris had become the foundation for spice trade globally from as soon as 3000 BC. It had commercial relationships with other parts of the world for various products such as coconut, spices, ginger, coffee etc. Among different communities settled in Kerala, one of them has been the Gujarati community. The community began systematic migration to Kerala during 19<sup>th</sup> century and it has settled in different towns in small communities. The members have various stories to tell about their relocation, but there are no clear witnesses or documents about the cause and time for their settlement. These companies started in the 1930s until the 1970s-80s and they were began by the generation of their father and grandfathers. For the last years, Gujarati spice traders of the younger generation relocate the Mattancherry region. They either go for education and better employment opportunities abroad. Several also move to other major towns like Mumbai. Some of them have even simply move to other major cities such as Mumbai, Bangalore etc. they take the course such as MBA, CA which means that they choose to go for stable jobs rather than family firms.

Business standards data indicate (2015) that among all the states of India, Gujarat state in India provides great opportunities for entrepreneurship. This is the result of entrepreneurship deeply embedded in Gujarat's culture and tradition. The crucial fact discussed in this article is the relationship between family and female entrepreneurs in Gujarat. Gujarat is regarded as the top three friendly states for entrepreneurship in India along with Delhi and Himachal Pradesh. The reality remains, however, of women's non-engagement in industry in India. Religious traditions do not conflict with the conduct of business in Gujarat either. The main groups of Gujarat include the Parsees marwari's and Jains, other than the dominant Hindu community.

An article of Shobha Bondre (2013) entitled "Story behind How Gujaratis Do Business", this exhibits strong drive, hard work potential and Inherent economic sense of the Gujarati's. She talks about the story of five businessmen from Gujarati. Dhandha, meaning company, is a term which is often used in India's popular trade parlance. Uniquely corporation-minded and very staying strong, their entrepreneurial spirit has brought them to taste impressive success in their respective career. Shobha Bondre's book 'Dhandha' is the story of five Mohanbhai Patel, of Gujarati, Bhimjibhai patel, Dalpatbhai patel, Jaydev patel, and Hersha and Hasu shah. Dhandha exemplifies the strong aspirations, amazing efficiency besides work ethic and the Gujarati people 's innate business knowledge.

### **INFLUENCING FACTORS OF ENTREPRENEURSHIP**

According to Muller and Thomas (2001) the entrepreneurship is influenced by culture and also they states that this culture is one component that shapes the human behaviour. Culture is the component which shapes the rational system of the society and also it shapes the behaviour of individuals. Thus, when culture is considered to be an important factor to a certain group, that particular culture will enable the individuals of that group to evolve and shape the individual characteristics of individuals. The pattern of behaviour of one group is different from other groups. One such pattern is the entrepreneurial factor that varies across countries.it is because of the cultural values and practices that is followed by that group. When we examine some cultures they give importance only to personal characteristics of individuals and ignore others. And also some cultures are more attached to entrepreneurial activity and orientation when compared to others.

Minguzzi and Passaro (2001) stated about certain factors that combines the entrepreneurial culture. That is entrepreneurial culture includes the personal values, management skills, experiences and behaviours and also these factors describes the entrepreneur with certain qualities like risk, entrepreneurial spirit, innovation, management, communication skills. They also explains about two components of entrepreneurial culture. The first component includes the personal quality which means the management skills and educational background of individuals and second one is the cultural proportion of entrepreneur. It explains about the behavioural characteristics of entrepreneur.

According to Turkur & Adam, (2017) entrepreneurship is influenced by culture but it is more than ethnicity. It depends on how individual maintain and carry their culture, qualities, customs and values. Business thinker's display about the estimations regarding the national culture and it states that it depends upon nation to nation and a few societies are increasingly strong and reasonable opportunities are given to everyone.

According to Hofstede (2001) culture is described as the collective principles in which it has awareness and has power to differentiate the members in a group or a set of groups. Analysing the essential function of entrepreneurship, ethnic group of who are involved in entrepreneurship the whole thing advices and the cultural values of the entrepreneur such as language, education and religion play an important role in developing entrepreneurial abilities acceptance to alter and self- efficacy on innovative behaviour and being inventive as a facilitator.

Obschonka (2015) sates about the factors that encourage entrepreneurship. Those factors are human capital, resources, spatial structure and organization. He also stated that the industrial diversity also have an impact on entrepreneurship. The impact of industrial diversity is in such a way that it is applicable to those regions which have strong entrepreneurial culture. i.e., countries like United Kingdom and United States. And by contrast those countries and regions which have weak entrepreneurial culture, factors and resources and of spatial structure and organization have no significant impact on entrepreneurial activity. Thus by analysing these kinds of studies it is evident that for starting a business, its spatial structure is important. Because, those regions which exhibits rich resources will have more enterprises and entrepreneurs. When there are sufficient resources for individuals to start business then they will settle there. Because the utilization of those resources by developing business firms will enable them to make profit.

Kluckhohn (1951) gives a definition for culture. He states that culture is a pattern of thinking, reacting and feeling. And this characteristic of culture is mainly acquired through symbols, achievements of humans and it also includes how individuals make products.

UNESCO (1982) defined culture with a different view. It states that culture is a set of material, religious, intellectual and emotional features and this characterize a society or a social group. UNESCO also stated that the term culture is undefinable and the reason is that the term culture includes various aspects of the society.

White (1959) was an anthropologist and defines culture from a different perspective. He says that culture is a non- genetic and non- corporal, i.e., they are temporal and culture includes different facts and all these are dependent. The term culture consists of different aspects and some of them include customs, beliefs, games, language, arts etc.

Madden (2005) defines cultural indicators. Generally cultural indicators refer to tools and these are used for observing and for evaluating certain aspects of the society. Indicator is referred to as some aspects and those indicators help us to measure some aspects of the society. Thus to measure culture indicators which are taken are the factors and features of society.

Census data (2011) shows that Entrepreneurship is engrained in the culture of Gujarat, in each and every city. The cities of North (*Gandhinagar*), East (*vadodara*), West (*kacchh and Rajkot*), South (*Surat*) and Central (*Ahmedabad*) of Gujarat taken as part of this study stand out uniquely for their sustained culture. Added to this is the fact that almost half of the population of Gujarat consists of women.

According to Pandit, (1957) in the rest of India, the religious communities do not necessarily engage in business. But Gujaratis irrespective of their religion, they are engaged in business and other related activities. So it is proving the fact that religion does not force them to do business. It encourages them to do business.

According to Kumar T.T (2018) In Gujarat, "Entrepreneurship" is admired almost as a religion. In Gujarat successful entrepreneurs are worshipped as god. Dinesh Awasthi, director of entrepreneurship development institute, Ahmedabad, says that the economy is sustaining here because of entrepreneurial activities of people. Entrepreneurship is in the blood of Gujaratis and also Gujarati children also have a mind set in making money. He says that the social gatherings include the talks about entrepreneurship. Thus they are that much attached and leaned to entrepreneurship. By the time a person comes out of college he would have a role model in one or other successful businessman. And he would have ample choices Ambanis, Adanis, and Patels and so on.

Jones and Wadhvani, (2006) write: "In the United States, immigrant Jews in the early twentieth century formed informal and formal credit organizations to finance small businesses and trade when access to bank credit was not a possibility". They stated that ethnic and religious groups functions as credit networks and a problem which is mainly faced by them is that to start business the loans given by them was very low. This is also emphasized by Setyawati (2011) and states that the learning and networking has impact on invention. As well the innovation has impact on entrepreneurship too. The credit networks such as the religious and ethnic groups are influenced by these networks by making innovation and adoption and the result will be the success of entrepreneurs.

Thurman and Nason (2011) stated about the emergence of family businesses in India. They stated that in India family businesses started mainly for encouraging import and also for economic independence. Thus it conveys the fact that doing family business represents the independent outlook of the firm.

Donnelly (1964) defined the term family firm. He stated that family firm includes at least two generations of one family and also he states that these family firms have interdependence with the business policies as well as the objectives of the family.

According to Chua et.al. (1999) family businesses are those they give motivation and direction regarding entrepreneurship to other members in the family who runs businesses. And also family businesses are those which are passed to generations. These family firms are influenced by number of factors and these factors influence the results of the firms too. Thus for running a family business the support and motivation from the family is needed and also continuing with the family business gives a powerful family name. When there is an influence and motivation by family members a person will be strong enough to do his activities with a strong mentality.

Gibb and Handler (1994) investigated about the relation of family to entrepreneur's career. The variables that effect this relation include the experiences of the parents, family origin, family involvement and the support of members to start a new firm. The experience of the family entrepreneurs give strength and courage to other members to follow the same and also the experience of parents will give the youngsters a sort of motivation in their new ventures.

S. Varghese Antony & Dr. M. Edwin Gnanadhas (2011) studied about the motivators behind entrepreneurship and the findings of the study stated that family has main position in this aspect. And also the influence of family members in entrepreneurship is also high. When a person gets more convinced about entrepreneurship, his attitude changes as well as his roles and expectations in society changes. Thus from this statement it is proven that the inspiration which is given by the family members will enable them to start new ventures.

According to Kamala Singh (2012) "An entrepreneur is a confident, innovative and creative who is capable of achieving economic independence individually or in collaboration generates employment opportunities for others through initiating establishing and running an enterprise by keeping pace with her personal, family and social life. Thus entrepreneurs can develop his or her qualities to start a business firm by their relationship in the social settlement and by their interactions in family".

Djankov et.al. (2007) conducted study about the factors that constitute entrepreneurship. And their study was entitled as "What Makes A Successful Entrepreneur?" and the results of the study stated that the factors such as family background, self- confidence and social networks all influences the entrepreneurship. The findings from the study reveals those family characteristics have the strongest influence on becoming an entrepreneur. In contrast, success of an entrepreneur is also determined by the capability of an individual and higher education in the family. Those entrepreneurs who are not more self-confident than non- entrepreneurs and that overconfidence affect the business success.

Schroeder and Rodermund (2006) stated that the family background, the parents influence and the educational background of individuals affect the entrepreneurial character of a person. These factors also influence the personality formation of individuals.

Akanbi (2013) studied about entrepreneurship. This study examined the difference between male and female conducted a study entitled "Family Factors, Personality Traits and Self-Efficacy as Determinants of Entrepreneurial Intention among Vocational Based College Of Education Students In Oyo State, Nigeria". This study explored the factors which influence the entrepreneurship and these factors include familial factors and personal characteristics. This study was measured by using Pearson Correlation and Multiple regression model. The results of the study showed that the independent variables which were taken in the study has greater influence on entrepreneurship.

Gurul and Atson (2006) stated about some variables which has influence on entrepreneurship. Those variables are parents profession and their qualification and the society in which they live. These factors have influence on entrepreneurial character of an individual. The attitude of the parents has strong influence on their children too. Thus their qualification, behaviour attitude towards certain aspects in the

society has importance. When parents have a positive or they have more compassion towards entrepreneurship children too develop these qualities.

The studies of Teixeira and Davey (2008) stated that the entrepreneurs are not naturally born and developed. They are developed by their social environment and the surroundings in which they live.

Thus all these studies prove that family is an important factor in developing entrepreneurship to generations. Because when a family is more inclined to entrepreneurship then the children too develop the qualities of entrepreneurship by the attitude of their parents. And by the experience of parents and the suggestions which is given by them help the youth to solve their problems and also they can be applied to their entrepreneurial attitude.

Fayolle et.al. (2006) stated about entrepreneurship education. And they say that when one acquires entrepreneurship education he will have higher qualities of entrepreneurship and also it helps in developing entrepreneurial skills, attitudes among individuals. They also explain that entrepreneurship education makes an individual well enhanced and he will be able to acquire better status in the business world.

The research conducted by Howard (2004) states about the development of entrepreneurial characteristics among youth and also about the effect of education and experience in the enterprise. The findings of the study state that the factors such as entrepreneurship education and experience in the enterprise affect the development of entrepreneurial characteristics of individuals. And also those who have entrepreneurship education have greater entrepreneurial characteristics, personal control and greater self-motivation. And also those who are participated in entrepreneurial programs also have these qualities of a higher degree.

According to Friedrich and Visser, (2005) education regarding entrepreneurship enables the students to become entrepreneurs after finishing their degrees. Thus from this statement it made it clear that the education in this stream will make a person to become a strong entrepreneur and also it will develop certain qualities in a person.

Lopez (2008) stated that when a person develops entrepreneurial talents he can sustain in a global economy. And the sustainability also includes innovation which is created by him in the market. And also they states that the entrepreneurial programs also makes an individual more confident and it makes potential entrepreneurs in the society. The academic qualification of an individual conveys about the motivation and attributes of entrepreneurs.

Porter (1990) studied about why some regions exhibit stronger economic performance by the acquiring of certain factors related to entrepreneurship. The factors include which is related to production, organization and structure of economic activity. Thus he stated that the regional characteristics have high influence on entrepreneurial activities than the influence of factors of production. Thus his study did not focused much on the factors that enable entrepreneurial activity, but he focused on the regional features which enhance entrepreneurship.

According to Marshall (1990) states that some regional organizations will have industrial clusters and this happens when these industrial areas are rich in some resources. And this will provide employment opportunities to people. Those people who start business in these places will also get settle down there itself.

According to Audretsch (2015) there are a number of spatial configurations characterizing geographic organization and structure in addition to clusters. For example, a different spatial configuration involves the specialization of economic activity into one or just several types of industries. It is because of the resource which is provided by that area.

Pinillos and Reyes (2011) stated about the relationship between the term individualism, the level of development and the level of entrepreneurship by focusing on the economic specialization of the country. Thus the authors in agricultural societies stated that there the level of development is low, production units are numerous and are organized among family groups and the culture is collectivist in nature. On the other in industrial societies, the level of development is high and the production rate is also high and it includes large firms with strong capital and economies of scale, and this reveals the fact that people living in country side are moving towards industrial areas because of the industrial centres there.

Iakovleva et al.'s (2011) conducted a study entitled "Entrepreneurial Intentions in Developing and Developed Countries". This study used the Theory of Planned Behaviour to predict entrepreneurial intentions among students in five developing and nine developed countries. The purpose of the study was to investigate whether entrepreneurial intention differs between developing and developed countries, and to test the theory in the two groups of countries. The findings of the study reveals that the people in the developed countries have stronger entrepreneurial intention and the theory of antecedents of entrepreneurial intentions have scored more from developing countries. The theory of planned behaviour supported both the developing and developed countries. The practical implication of the study indicated that developing countries need to focus on the development of institutions that can support entrepreneurial efforts.

Wong (2012) investigated about the factors behind entrepreneurship and the results of the study showed that factors such as risk taking, pro-activeness, innovativeness has influence on entrepreneurship. They study was conducted among the manufacturers in China. They also found out that pro-activeness and innovativeness has connection between risk taking and product average.

Kropp, Lindsay and Shoham (2008) conducted a study on the relationship between the age, education and entrepreneurial orientation and also they analysed the factors which effects entrepreneurship such as risk taking, pro-activeness and innovativeness by analysing the data collected from 539 people from various firms of South Africa. The results of the study showed that the factor which has taken in the study as risk taking, pro-activeness and innovativeness influence entrepreneurship. And also they found that ingenuity has no influence on entrepreneurship. Thus from all these studies it is getting proved that the factors have a great impact on entrepreneurship.

Smith, Sirdeshmukh, & Combs, (2016) analyses the associations between gender, creativity and entrepreneurial intentions. The study was conducted on a macro basis. And the findings of the study show that the factor creativity has an influence on entrepreneurial quality of an individual and gender has only less influence. Thus the gender and creativity is interrelated in such a way that, entrepreneurial creativity is associated in more grounded way.

According to Lee and Peterson (2000) Entrepreneurship is that the aim and capability of a person to grab opportunities and also to create new values and also for obtaining economic success. They also explain about entrepreneurial behaviours of individual and they states that the entrepreneurial behaviour of individual constitutes certain characteristics such as the ability to take risk and independence. There are also individuals who are motivated to entrepreneurship by factors such as social, environmental, personal factors. Thus from their study it become clear that the factors such as social influence, environmental factors, personal factors, risk and independence effect the entrepreneurial character of an individual.

Alan, Benoit and Clerc Narcissi states bout the environmental and economic factors which reflects in an entrepreneur. Students develop their attitudes, perspectives from their social environment as well as the orientation among the youth regarding entrepreneurship also takes place through the social variables.

Fatoki and Chindoga (2011) conducted a study entitled “An investigation into the obstacles to Youth Entrepreneurship in South Africa”. The objective of the study was to analyse the problems in entrepreneurship and the results of the study showed that the obstacles like lack of skills, market demand, competition and financial risks are problems related to entrepreneurship.

Market demand is an important obstacle or demotivating factor to entrepreneurship. Worlds demand is changing day by day, thus by following family business will not make any profit to them. With the changing demand in the society new small and large enterprises are growing. Thus another problem that emerges in this regard is the competition. And also entrepreneurs have the skill to develop new methods and techniques that should be applied in their enterprise then only they can compete with new emerging enterprises. And also entrepreneurs should adopt new methods to attract the customers.

### **ENTREPRENEURIAL ATTITUDE**

According to Douglas (1991) he states about the relationship between the attitude to start a new business firm and individuals attitude. The finding of the study shows that individuals are not afraid of the risk which is involved in business and they are more interested in starting business firms. Thus from this study it is proved that risks taking is an important factor in entrepreneurship. And also this study shows that people are not afraid to start business or they are interested in this field.

The research conducted by Latha and Kamalanabhan (2013) states about the entrepreneurial orientation and the competency skills among the women entrepreneurs in the micro enterprises and also about their life satisfaction. The results of the study showed that there is relationship between the entrepreneurial attitudes and its related constructs and the entrepreneurial competencies include several factors and these factors lead an entrepreneur to success as well as the life satisfaction.

The survey conducted by Manuere et.al. (2013) state about the Entrepreneurship Attitudes and Knowledge. This survey was conducted among the final year students of different schools to study about the attitude and knowledge regarding entrepreneurship. And also it studied about the attitudes and knowledge with reference to age. The results of the study showed that students are more leaned towards starting new ventures and they are also interested to attain entrepreneurship education. When the gender is considered, males are more interested than females to become entrepreneurs and they contribute more to the society for its well- being.

Dionco – Adetayo, (2012) conducted a research on the factors that affect the attitude of youth towards entrepreneurial program. The study mainly focused on the factors which influence the entrepreneurial attitude among youths as well as the external factors of entrepreneurship. The findings of the study showed that the factors such as innovation and industriousness have high influence on entrepreneurship. And also the education system and the developing information technologies too have impact on the entrepreneurial attitude among youth.

The study conducted by Tamizharasi and Panchanatham (2011) entitled “ An empirical study of demographic variables on entrepreneurial attitudes” focus to identify the relation between certain variables to the entrepreneurial attitudes. The variables that are taken in the study are age, income, marital status and type of ownership. This study also focuses on the medium as well as the small enterprises. The results of the study show that these variables have impact on the entrepreneurial attitude. Thus all these factors such as age, income of a person, type of ownership all effect entrepreneurship.

Gibson et.al. (2010) investigated about the entrepreneurial attitude among the young adult. The finding of the study shows that the youth have high attitude towards entrepreneurship and they have more interest to explore entrepreneurship. Those who are from business related family also have a great desire to be an entrepreneur.

According to De Kok, Ichou and Verheul (2010) the contribution of older entrepreneurs is higher than the younger ones. Their study states that even though the entrepreneurs are less in numbers the older ones as entrepreneurs are on increase.

Weber and Schaper (2003) stated that the older entrepreneurs have less industrial, technical and management skills than the youth. But they will have higher social networks than the youth. When we compare the financial base of these two categories the youth have a strong financial base than the older ones. There are many studies which is related to the effect of age on entrepreneurship and it assumes that an older entrepreneur are those who are above fifty and are involved in or that or that created a business. The older entrepreneurs exhibits more experience in the field and they will be known about how to handle problematic situations.

## CHAPTER- III

### METHODOLOGY

A methodology is an important part in the research. It can be defined as the layout of research procedure and it is utilized in a research process. It makes the work intelligible as well as it composes the research. By making a methodology it makes the research to achieve its objectives. In this methodology it is clearly highlighted about the research objectives, variables, tools for data collection, hypothesis and research questions.

#### TITLE OF THE STUDY

The title of the research project is: “A SOCIOLOGICAL STUDY ON THE ENTREPRENEURSHIP AMONG GUJARATIS IN KOCHI”.

#### OBJECTIVES OF THE STUDY

- To find out the factors affecting entrepreneurship.
- To analyse the difference in the attitude towards entrepreneurship in comparison with age groups.

#### HYPOTHESIS

Age difference and entrepreneurial attitude of Gujaratis are positively correlated.

#### RESEARCH QUESTIONS

What are the factors influencing entrepreneurship among Gujaratis?

- 1) Is there any difference in the attitude towards entrepreneurship between different age groups?

#### IDENTIFICATION OF THE RESEARCH PROBLEM

Entrepreneurship is the act of making, initiating and running a business and either it can be small or large. The people who create such business firms are known as entrepreneurs. There are several definitions for entrepreneurship. Entrepreneurship can be defined as the capacity and desirability and also an entrepreneur will be capable to organize, create and operate the business. Along with these factors risk taking ability carries an important position. The main reason behind the closing of industries is that the risk which is associated to starting new firms.

An entrepreneur can be defined as a person who has the power to act to convert the technologies into new products and services. And also an entrepreneur is able to identify the market capability and also he will be aware of the changing technology, he will coordinate money, expertise and other resources which transfer an idea into a successful invention. Thus from this aspect the term entrepreneurship can be defined as the experimental activities of established companies and firms For the economic development of the country, entrepreneurship plays an important role. When entrepreneurs start new firms it will affect each and every part. The Government of Kerala also provides many programs for the entrepreneurship development. In the

year 1993-94 465 entrepreneurs were trained and seven units were built. And in the period 1994-95 392 entrepreneurs were trained under EDP and the new SSI units were started. Through these units 30 persons were trained. During the year 1995-96 1665 entrepreneurs were trained and 68.53% new units were started. During the year 1997-98 1210 entrepreneurs got trained and 7.02% units started. During the year 1998-99 the number of trainees increased to 3034 but only 2.27% of units were started. Kerala Institute for the Development of Entrepreneurship is a strategy of the Kerala government to recruit new entrepreneurs in the State.

There are different factors which influence entrepreneurship. They are family, religion, cultural practices etc. The degree and strength to which the entrepreneurial activities are affected are depended upon the combined political, cultural, structural and personality factors. The personal histories of the entrepreneurs can be found out by the society and community in which they born. The entrepreneurial spirit can be decided by the environmental factors in which they live. Thus in turn the entrepreneurs impact the environment too. Thus there is a relation between the entrepreneur and environment. The entrepreneurs use the energy and resources from the environment to fulfil their needs.

There are number of factors which affects thee entrepreneurship among Gujaratis in Kochi. The main reason is that majority of the Gujaratis have “Business” in their minds always. The success they achieve through their jobs and the happiness they find when they do business will not be gone from their minds. Most of the Gujaratis brought up from a family situation by seeing their parents as well as their grandfathers taking the whole time about business. This has also provided the deeper understanding about how a firm runs.

Another reason is that the risk factor in undertaking entrepreneurship. Most of them are aware of the risks which they are going to face during running a business firm. Even many of them are doing small business, it has also risk. Because the demand sin the market is changing day by day, thus the entrepreneurs should have the financial capability to make changes in their firms.

An important factor that should be analysed in this aspect is that the Gujaratis are the real risk takers and the Gujarati people are real entrepreneurs. An entrepreneur should bear the risk in order to achieve their goals. These are all aware by the Gujaratis. Gujaratis are mainly migrated to remote and small areas of different parts of the world. Most of them have the bold and spirit to oppose and preserve the threats that they face in running a business firm.

It is a known fact that Gujaratis evolve with time. Most of them make changes in regard with time. There are also statements which imply that the Gujaratis make changes with the advancement in the technology. But it is important to analyse that these are applicable or not to the Gujaratis who are living in Mattancherry settlement. The youth in this settlement now are migrating to different areas and they are going for many other jobs. From this it is clear that they are facing the problem of market demand and competition.

The Gujarati people have a sense of community. And also Gujaratis Have A great Sense Of Community. A Gujarati will always be with a member of his/ her Gujarati fellow citizens. Particularly if they're abroad they'll always depend on each other for assistance. This mind set of "expanding along with everybody else" has collectively made the community stronger. There are several other reasons why they are Gujarati citizens who are still energy-intensive, they believe in sincerity and work ethic, believe in a god and they celebrated almost every religious festival. At every corner of the planet, they have connections, ability to take on new challenges, negotiation skills and business mindedness.

Most of the Gujaratis handover their property and business to the elder one in the family. Following family business will maintain the family name as well as their culture. But in their community it is not necessary to follow family business, but the young generation can start new business as their wish. And parents also allow their children to study business related courses. The aged help their youth in matters regarding business and the young generation in their community seeks advices from parents when there arise a problem. Both the generations follow their culture and also they all are maintaining their culture and practices of business. Their sense of commitment towards their culture is evident from their entrepreneurship. Many of the youths are following their family business. But is a challenge to them. Because following the traditional type of business in today's scenario raises many problems. But they also encourage the youth to go abroad for better opportunities and the parents allow they children to do jobs that will give them good salary than running a business.

## **THEORETICAL PERSPECTIVES**

### **MAX WEBERS THEORY**

It was max weber who first of all took the stand that entrepreneurial growth was dependent upon ethical value system of the society concerned. This theory provides an analysis of religion and its impact on entrepreneurial culture. Max Weber's theory can be related to the study of Guajarati's entrepreneurship. They follow their traditional business practices and they preserve their culture. Thus, their culture which includes religion had this research finds that whether religion have an impact on their business. According to his theory, driving entrepreneurial energies are generated by the adoption of religious beliefs. For people who believe in this belief hard-work in their walk of life is not only to enable them to have their spiritual needs satisfied. This theory can be connected to this study in such a way that, Guajarati's are basically hard working in nature.

### **THE UNCERTAINTY-BEARING THEORY OF KNIGHT**

Frank H. knight (1957) in his book "Risk, Uncertainty and Profit" states that profit of the entrepreneur is the reward of bearing non- insurable risks and uncertainties.

Entrepreneurship is associated with risks.

## **CONCEPT OF RISKS**

He states about the risk in which an entrepreneur bears in running an enterprise. Mainly risk occurs when market demand changes and when there occur competition. The risks that occur in this manner are non- insurable risks.

When we analyse the Gujaratis these risks can be seen. There are people in their community who are following family business. Thus they face the problem of keeping pace with the changes that is happening in the market. Thus they loss the power to achieve profit.

## **RESEARCH DESIGN**

Research design is a broad framework that states the total pattern of conducting research project. It specifies objectives, data collection and analysis methods, time, costs, responsibility, probable outcomes, and actions. Research design has a significant impact on the reliability of the results obtained. It thus acts as a firm foundation for the entire research. In this research descriptive and exploratory as well as historical research design is used.

## **KEY CONCEPTS**

**ENTREPRENEURSHIP**: Entrepreneurship can be described as the capability and desire to innovate, organize and manage a business firm along with the risk that is involved in it.

**ENTREPRENEUR**: An entrepreneur is a person who has the capacity to search and act along with the opportunities to convert the inventions and technologies into new products and services. The entrepreneur has the capacity to reorganize the business potential as well as the inventions and also to form capital, talent and other resources which converts an innovation to a economically viable innovation.

## **UNIVERSE**

The universe consists of all elements which is required for the unification in a particular research. The universe which is taken in this research is the Gujaratis who are residing in the Mattancherry settlement of Ernakulum.

## **SELECTION OF SAMPLES**

A sample consists of limited data or it is a selected portion from a large group or population by using a predetermined method of selection technique. The process in which the selection of sample takes place is the sampling method. Simple Random sampling is used for data collection. In this research the researcher has taken 65 samples for data collection.

## **IDENTIFICATION OF VARIABLES**

The variable can be measured in accordance with the changes or by the results from a group, from multitude of individuals, or single individual in a tests which is done over a time and the procedure will be different according to the experiments. The independent variable is the one which has impact with the dependent variable and it modifies and limits the researcher. The independent variable which is used in the research is the factor which measures the entrepreneurship of Gujaratis. They are Age, Sex, Type of family, and education

The dependent variable is the variable being verified and quantified in an experiment, which is 'dependent' on the independent variable. And the dependent variable in this research is that the entrepreneurship.

## **PILOT STUDY AND PRE-TEST**

In this research, pilot study was designed to investigate the main study elements and also to evaluate the feasibility of the analysis. For conducting the main study the availability of samples and the availability of data is checked. A small data collection is conducted among the people who know the Gujaratis in Mattancherry settlement. Conducting a pre-test is necessary for the research because it is necessary to find out whether the researchers get available information with these objectives. Thus in this research pre-test is conducted among 6 samples to check the availability of data.

## **CONSTRUCTION OF TOOL**

The tool which is used in this study is the online questionnaire. This tool is selected by the researcher because it saves times and there is no money should be spent on data collection. Another advantage is that the reach and scalability of the method. The questionnaire can be delivered to unlimited respondents. And also, confidentiality is assured and participants feel more comfortable providing open and honest feedback.

## **DATA ANALYSIS**

The data is collected from 65 respondents those who undertake business among Gujaratis. The information which is collected in the research is systematically tabulated and recorded in this research. Interpretations and analysis are given by chapters.

## **CHAPTERIZATION**

The chapters is classified into 8 in which first introduction chapter explains about the history of Gujaratis in Kerala and the second chapter includes the review and the third chapter includes the detailed methodology of the study, fourth chapter is the demographic profile of the respondents and last chapters, i.e., fifth and sixth chapters is the detailed analysis of the study. Seventh and eighth chapter deals with the discussions, limitations and suggestions of the study.

**SCOPE OF THE STUDY**

When we analyse Gujaratis most of them are undertaking business and majority of the people are entrepreneurs. There are reasons behind this passion and the study of such aspects is a necessary. The factor affecting their entrepreneurship is an important aspect. The family, marriage, religion, education all these factors affect their entrepreneurship. And also when we analyse most of the Gujaratis they are successful in being an entrepreneur. Thus it is important to analyse what are the factors which enable them to do business. In this changing society the needs of the people are changing. Thus maintain traditional business is very risky. And also another important aspect is that the entrepreneurial attitude among the different age groups will be also different. These all aspects are explained in this research.

**CHAPTER- IV****DEMOGRAPHIC PROFILE OF RESPONDENTS****INTRODUCTION**

The study aims to explore the entrepreneurial attitude and factors affecting entrepreneurship among Gujaratis in Kochi. The attitude of an individual is highly influenced by the surrounding environment and personal situations. This chapter deals with the demographic profile of the respondents. The researcher has taken demographic variables like age, sex, type of family, education and religion.

**AGE WISE DISTRIBUTION OF RESPONDENTS**

Age is taken as an important variable for the analysis of the data. The attitude towards business is different among various age groups. Thus, the age is taken as an independent variable for this objective. Here the researcher had taken the age category from 20- 60. It is demonstrated in the below table.4.1.

**TABLE 4.1- AGE WISE DISTRIBUTION OF RESPONDENTS**

<b>AGE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
20-29	18	27.69%
30-39	19	29.23%
40-49	10	15.38%
50-59	17	26.15%
ABOVE 59	1	1.53%
<b>TOTAL</b>	<b>65</b>	<b>100%</b>

The table shows the age wise category of respondents which is taken in the data collection. (27.69%) constitute the first age category, i.e., 20-29, (29.23%) 30-39, (15.38%) 40-49, (26.15%) 50-59 and (1.53%) above 59.

### **SEX WISE DISTRIBUTION OF RESPONDENTS**

The respondents which is taken into data collection includes two sex categories, i.e., both male and female. The percentage of their participation is shown in the below figure.

**FIGURE 4.1 – SEX WISE DISTRIBUTION OF RESPONDENTS**

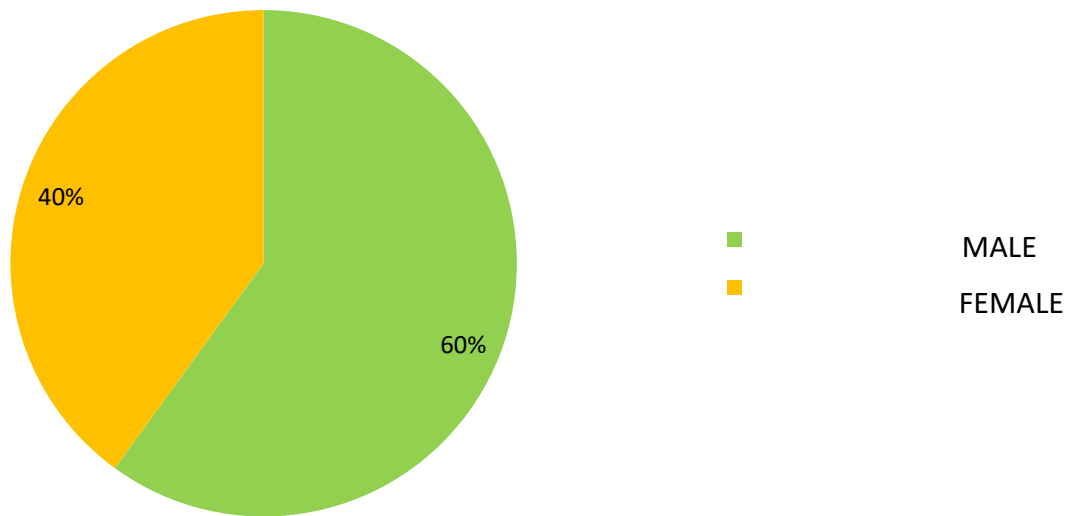
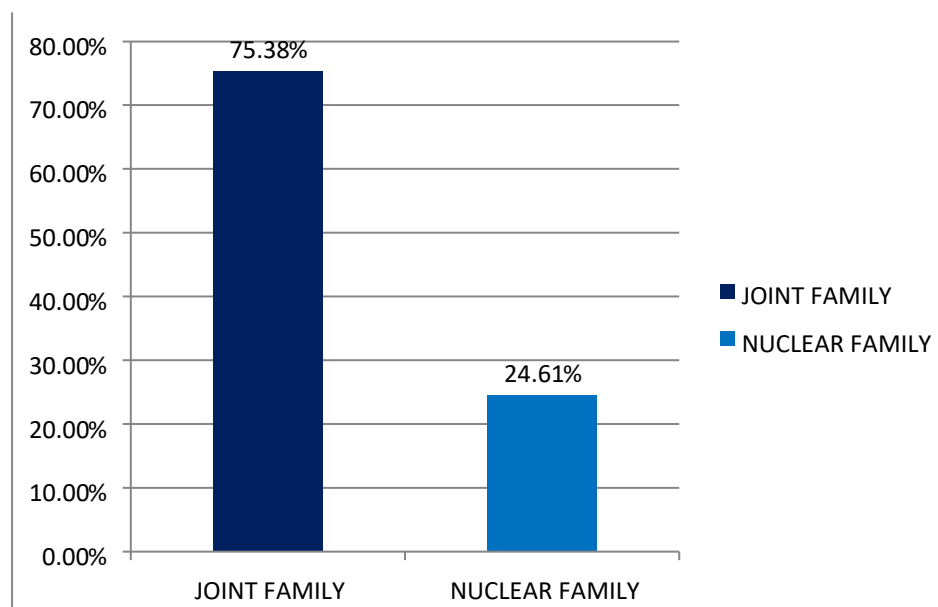


Figure 4.1 details the sex wise distribution of respondents. From the data it is clear that 60% of respondents are men and the female respondents are 40%. Here male participation is more than female respondents.

### **TYPE OF FAMILY**

Family is an important institution which can influence the human life. The following figure 4.2 details the family structure of respondents.

**FIGURE 4.2- FAMILY TYPE**



From the above figure 4.2, it is clear that majority of the Gujaratis (75.38%) who are living in the Mattancherry settlement are residing with joint family and (24.61%) of them are from nuclear family.

**RELIGION WISE DISTRIBUTION OF RESPONDENTS**

The state of Gujarat has mixed belief system and they follow all traditions following from caste to caste. The religion which is followed by Gujaratis consists of Hinduism, Jainism and Buddhism. Many also follow Islam. Several groups like Bohras, Moresalaam Garasias, and Kutchis are also converted to Islam community. The second largest religious group in Gujarat is the Sunni Muslims, and then comes the Jains and last group is the Parsis and also Christians. Gujaratis are those people who celebrate all their festivals without considering the caste. Here in Mattancherry settlement most of them are following Hinduism. There is Jain temple in this settlement. Thus, it states that there are people among them those who follow Jainism. But in this research the data shows that majority of them are following Hinduism.

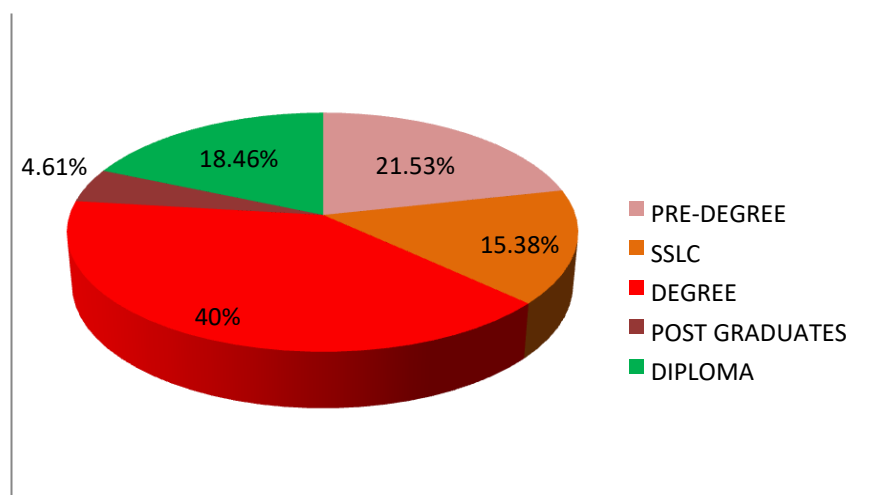
**TABLE 4.2- TYPE OF RELIGION**

RELIGION	FREQUENCY	PERCENTAGE
HINDUISM	60	92.30%
JAINISM	5	7.69%
TOTAL	65	100%

Table 4.2 detail the religion wise distribution of respondents. Data reveals that majority of the respondents (92.30%) are following Hinduism. Only (7.69%) of respondents follow Jainism.

**EDUCATIONAL QUALIFICATION OF RESPONDENTS**

Education plays an important role in the present scenario. Without education no one can become successful today. The importance of education is known by everyone in our societies. Gujaratis are also aware about the importance of education.

**FIGURE 4.3 - EDUCATIONAL QUALIFICATIONS OF RESPONDENTS**

Education wise distribution of respondents shows that (21.53%) of them have a qualification of pre-degree/Plus Two, (15.38%) of them are SSLC qualified, (40%) of the respondents are graduates, post graduates constitute (4.61%) and (18.46%) of them are diploma holders.

## **CHAPTER- V**

### **FACTORS AFFECTING ENTREPRENEURSHIP INTRODUCTION**

Kerala have many ethnic groups and one among those is Gujaratis. Gujaratis are known for their entrepreneurial qualities. Most of the Gujaratis living in Mattancherry settlement are engaged in business. Majority of their business inherited from their parents and also some of them started business by their own. The training for running a business firm is given by their family itself and most of them learns and acquires the entrepreneurial quality from their parents. They also give importance to education. Parents gave education to their children and allow them to go for further studies which are related to business. Their religion says that everyone should find their food by their own by doing jobs.

### **REASONS FOR SELECTING KOCHI AS THEIR SETTLEMENT**

There are no evidences regarding the migration of Gujaratis to Kerala. Several studies show that the settlements of Gujaratis started in 19<sup>th</sup> century. Alappuzha, Kozhikode, Thiruvananthapuram also provided facilities to them to settle down. But they found Kochi for their settlement. Today their activities are undertaken in Mattancherry settlement. It is said that they settled here when the Raja of Cochin gave them land to perform their activities. Today there is a Gujarati street in Mattancherry settlement. There are several reasons for their settlement. It is said that they settled at Kochi because it provided opportunities and resources for trade and business. India as well as Kerala is the land of spices and it attracted many foreigners.

Kerala had trade relations with different states and also with different countries. The products like spice, ginger, pepper was exported to different parts of the world. The spices was also got attracted by foreigners like Christopher Columbus, Vasco Da Gama and they also grabbed the opportunities here. Here in Kerala there were plenty of opportunities for trade at ancient times. The people from northern states of India began to visit Kerala and settle down in the coastal areas. One among those is the Gujaratis.

**TABLE 5.1- REASONS FOR SETTLEMENT**

<b>REASONS FOR SETTLEMENT</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
BUSINESS	53	81.53%
ANCESTRAL SETTLEMENT	12	18.46%
TOTAL	65	100%

The above table shows the reasons given by Gujaratis for selecting Kochi as their settlement. (81.53%) respondents are of the opinion that they settled here for business. (18.46%) of them settled here because their ancestors lived here. It is proved that they are living by years and their ancestors also settled here for business and trade.

**REASON FOR MIGRATION**

Migration can be defined as the moving of people from one place to another. It can be of temporary as well as permanent. Migration is caused by several reasons. When there occurs natural calamities, political instability, famine etc. migration can happen. Gujaratis settled here for years and they not only migrated to Kerala. Migrants from Gujarat are living in different countries and places. They also get migrated to different places because of many social and political reasons. And also another reason for migration is the lack of resources. The graph below represents the reasons for migration among Gujaratis in Kochi settlement.

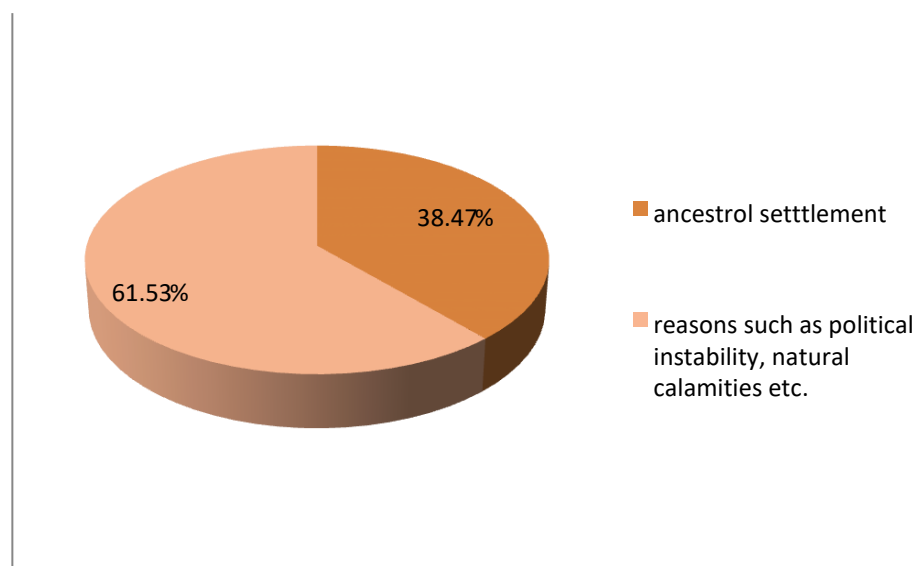
**FIGURE - 5.1-REASONS FOR MIGRATION**

Figure 5.1 is a demonstration about the reasons which compelled the Gujaratis to get migrated from their native place. Political instability, natural calamities and certain socio-economic conditions of Gujarat are some internal factors which compelled many Gujaratis to leave their homestead in 18th and 19th centuries. (61.53%) of them responded that they migrated because of some problems. And (38.47%) of them stated that they are living here because of their parents lived here. Young people are not known by the exact reason of their migration. But the aged people are those who experienced the consequences of migration and problems regarding settlement. Unemployment, lack of resources, famine, and political instability is the main reasons regarding their migration.

### **TYPES OF BUSINESSES**

The spices and the rich natural resources in the area had attracted the migrants. Some worked in the factories here long time ago and studied business and they settled here permanently. The migrants at that time started business depending upon the resources at that area. Spices were the most available resources and most of them started spice shop and also sweet shops etc.

**TABLE 5.2 – TYPES OF BUSINESSES**

<b>TYPE OF BUSINESSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
SWEET MAKING	7	10.76%
SPICE SHOP	5	7.69%
ANTIQUA SHOP	4	6.15%
BOUTIQUE SHOP	2	3.07%
DRESS DESIGNING	3	4.61%
MEHANDI DESIGNING	3	4.61%
BOOK SHOP	1	1.53%
CYCLE SHOP	1	1.53%
SWEET SHOP	2	3.07%
CLOTHING STORES	7	10.76%
TAILORING	7	10.76%
RESTAURANT	3	4.61%
GENERAL STORE	2	3.07%
SWEETS AND CHAATS SHOP	1	1.53%
LASSI SHOP	2	3.07%
DUPATTA SHOP	2	3.07%
MASALA MAKING	3	4.61%

MASALA SHOP	2	3.07%
GROCERY SHOP	2	3.07%
ELECTRONIC SHOP	1	1.53%
DRY FRUITS SHOP	2	3.07%
WORKSHOP	1	1.53%
COFFEE SHOP	1	1.53%
FURNITURE SHOP	1	1.53%
TOTAL	65	100%

Different business is done by the Gujarati people in Mattancherry settlement. Spice shops, sweet shops, antique shops, dry fruits shops are some of the past businesses which is followed by their ancestors. The youngsters are starting new ventures in the market in reference with the market demand. Sweet making, antique shops, spice shops are more in number which is shown in the above data. Men are more engaged running business firms and women are engaged in making sweets, tailoring and also they help men in business too. (10.76%) are engaged in running clothing stores and (10.76%) of them are doing tailoring. Mehendi designing, book shop, cycle shop, furniture shop, coffee shop, workshop, dry fruits, electronic shops, masala making, sweets and chaats shops are done by (1.53%) each. And other business such as restaurant, general store, boutique, lassi shop, dupatta shop, masala shop, grocery shop, dress designing are done by (3.07%) of each Gujarati people.

### **BUSINESSES OWNED BY PARENTS**

Gujaratis are mainly those who maintain their culture and also they pass it to generations. The influence of parents business and their experience is an important factor which affects the present business of youngsters. Some business maybe inherited and others are not. If their ancestors own business firms it is clear that they are maintaining and following business it is clear from the response below.

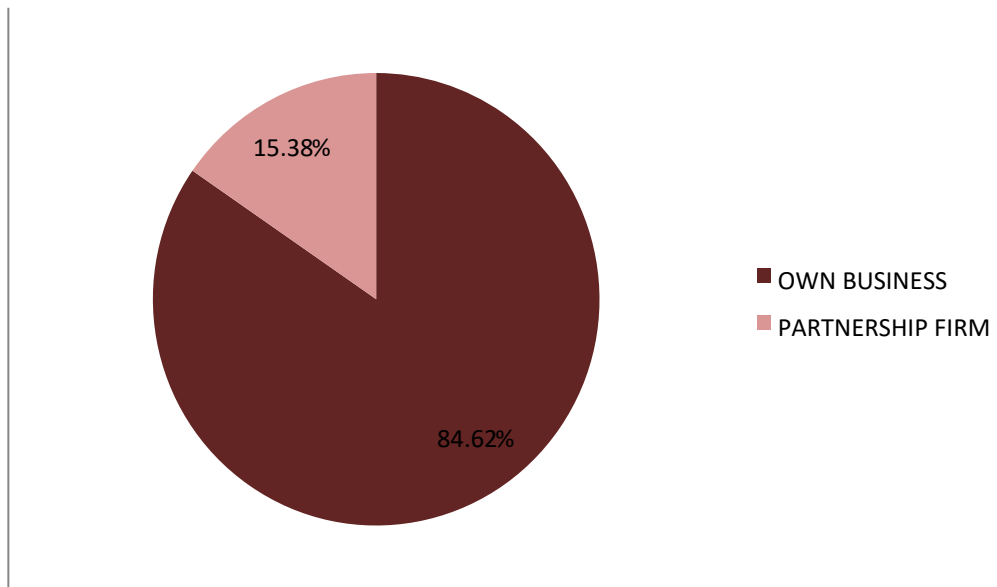
**TABLE 5.3- PERCENTAGE OF THOSE RESPONDENTS WHOSE PARENTS HOLD BUSINESSES**

RESPONSE	FREQUENCY	PERCENTAGE
YES	56	86.15%
NO	9	13.84%
TOTAL	65	100%

From the table 5.3 it is evident that majority of the respondent's (86.15%) parents also own business. Thus the parents prefer to follow their family business and if their children start other business they will encourage them. Only (13.84%) respondents are from the family without a business.

**NATURE OF BUSINESS FIRM**

Business will start in different ways such as partnership, own business and inherited. Thus it is important to measure whether the Gujaratis are running business with partnership, or by own. When a business firm starts with partnership then the profit will be shared among the partners. And also the money which is invested in business will be equal. The nature of business among Gujaratis is represented by the below figure.

**FIGURE 5.2- NATURE OF BSUINESS FIRM**

The above figure shows the nature of business firm. (15.38%) of respondents states that they are undertaking partnership firm and (84.62%) of respondents states that they are undertaking own business. Thus those who own business are also undertaking inherited business too. Partnership firms are mainly carried out by women. Because majority of them are engaged in sweet making, spice making etc.

**SOURCE OF CAPITAL**

Source of capital is an important factor in determining the success of a business. To start a business one must have some capital to invest. It can be own fund, bank loan or other external securities. Here, the researcher tries to explore the source of funding among Gujarati entrepreneurs.

**TABLE 5.4- SOURCES OF CAPITAL FOR BUSINESS**

RESPONSE	FREQUENCY	PERCENTAGE
OWN FUNDS	44	67.69%
PARTNERSHIP	10	15.38%
BANK LOAN	6	9.32%
EXTERNAL FINANCIAL SECURITIES	5	7.69%
TOTAL	65	100%

It is expressed in the table that (67.69%) started their business by investing their own fund and (15.38%) of them are undertaking partnership firm, (9.32%) of respondents have taken loan from banks to start business and (7.69%) of them invested in business from external securities.

### INCOME ACCESSIBILITY

People may choose or do different types of jobs for their livelihood. Doing different jobs will help people to earn more and it will lead to more savings. But in the case of Gujaratis it is not the same.

**TABLE 5.5- SOURCE OF INCOME**

RESPONSE	FREQUENCY	PERCENTAGE
INCOME OTHER THAN BUSINESS	9	13.84%
INCOME FROM BUSINESS	56	86.15%
TOTAL	65	100%

The table displays the details of income source of respondents other than business. (86.15%) of respondents replied that they have no other sources of income other than business. Only (13.84%) have some other income source. Thus from this statement we can conclude that business is the main source of income among Gujaratis.

### DEMAND FOR PRODUCTS FROM OTHER COMMUNITIES

It is important to measure that whether Gujarati products are purchased by people from other communities. The data regarding this is shown in the below table.

**TABLE 5.6- PURCHASING OF PRODUCTS BY CONSUMERS (NON- GUJARATIS)**

RESPONSE	FREQUENCY	PERCENTAGE
YES	51	78.46%
NO	12	18.46%
OTHERS	2	3.07%
TOTAL	65	100%

This table illustrates that nearly majority of respondents (78.46%) marked that their products have demand from other communities too. (18.46%) of respondents stated that their products are not demanded by customers from outside communities. (3.07%) of people are of the opinion that the products are purchased from other people but it depends upon their needs.

**FAMILY AND ENTREPRENEURSHIP**

Family can be taken as an important factor of entrepreneurship. When individuals get support and motivation from family members it will enhance their entrepreneurial quality. Family members have mutual trusts and bond and it will give the opportunity to share business ideas. Several studies show that family can be performed as a strong entrepreneurial team and it give spirit to other members or entrepreneurs in the family.

This is also evident in the case of Gujaratis. It is shown by the table below.

**TABLE 5.7 – INFLUENCE OF FAMILY ON ENTREPRENEURSHIP**

RESPONSE	FREQUENCY	PERCENTAGE
YES	55	84.61%
NO	10	15.38%
TOTAL	65	100%

From the table it is evident that majority are of the opinion that family is an important factor in entrepreneurship. (84.61%) stated that family is an important factor in entrepreneurship and (15.38%) stated that family has no role.

**TABLE 5.8- RELATION BETWEEN FAMILY TYPE AND ENTREPRENEURSHIP**

FAMILY TYPE	YES	NO	TOTAL
JOINT FAMILY	45 (91.83%)	4 (8.16%)	49 (100%)
NUCLEAR FAMILY	10 (62.5%)	6 (37.5%)	16 (100%)
TOTAL	55 (84.61%)	10 (15.38%)	65 (100%)

The above table shows that majority of them are living in the joint family and those who are living in joining family states that family is an influencing factor on entrepreneurship. i.e., (91.83%) of them stated that. Only (8.16%) of respondents living in joint family stated that family is not an influencing factor. (62.5%) of respondents in nuclear family stated that family have an influence on entrepreneurship and (37.5%) of respondents stated that family has no role. Majority of the respondents who stated negatively is from nuclear family. Because in nuclear familial relations will be less compare to joint family.

**ROLE OF EDUCATION TO BE AN ENTREPRENEUR**

Education has an important role in the present days. To get a job in good field with high salary educational qualification is a mandatory. All individuals in the society are giving equal importance to education. The value of education is known by all. There are people who think that education has no role to become an entrepreneur and also for developing entrepreneurial skills. But Gujaratis being entrepreneurs are giving importance to education for developing their business skills. They have Gujarati school in Mattancherry settlement and they are giving education to their children. While we examine Gujaratis it is clear that most of them are informal entrepreneurs. They are engaged in running electric shops, workshops etc. Thus to run these firms one must be trained in these fields. And also in the case of women they are engaged in sweet making, dress designing, tailoring etc. They are also trained in that. Thus from these findings we can say that Gujaratis are giving greater importance to be an entrepreneur. The percentage of their statement is shown in the table below.

**TABLE 5.9- PERCENTAGE OF ROLE OF EDUCATION IN ENTREPRENEURSHIP**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
YES	51	78.46%
NO	14	21.53%
TOTAL	65	100%

The role of education to be an entrepreneur is an important factor. Majority of them stated that education has a role in business, i.e., (78.46%) respondents are of the opinion that education has a role and (21.53%) says that education has no role to be an entrepreneur.

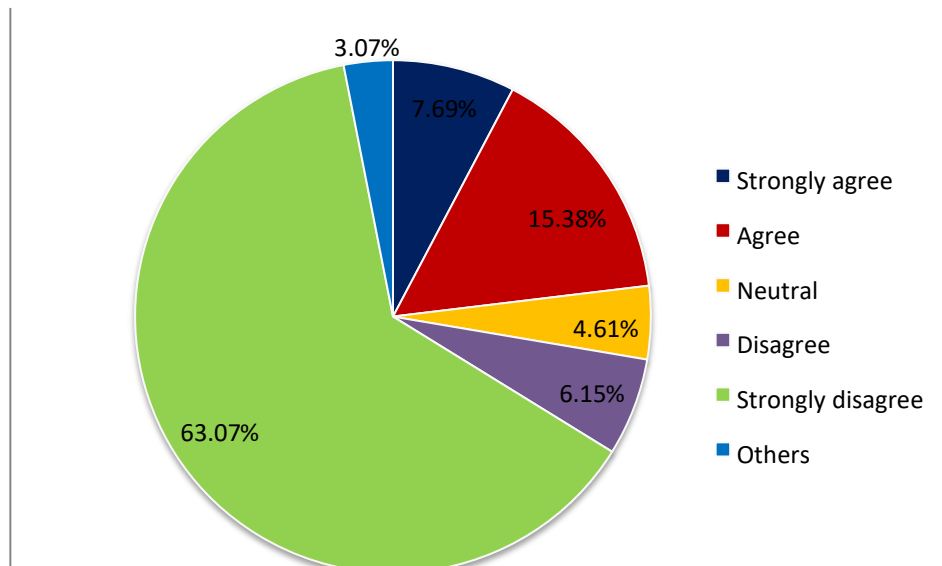
**TABLE 5.10-MEASURING ROLE OF EDUCATION IN ENTREPRENEURSHIP IN COMPARISON WITH THE QUALIFICATION OF RESPONDENTS**

<b>EDUCATIONAL QUALIFICATION</b>	<b>YES</b>	<b>NO</b>	<b>TOTAL</b>
SSLC	9 (90%)	1 (10%)	10 (100%)
PRE- DEGREE	10 (71.42%)	4 (28.57%)	14 (100%)
DEGREE	18 (69.23%)	8 (30.76%)	26 (100%)
PG.	3 (100%)	-	3 (100%)
DIPLOMA	11 (91.66%)	1 (8.33%)	12 (100%)
<b>TOTAL</b>	<b>51 (78.46%)</b>	<b>14 (21.53%)</b>	<b>65 (100%)</b>

Majority of the respondents are educated and those who have education stated that education has role in running a business. The respondents who have the qualification of sslc states that i.e., (90%) education has a role and (10%) stated that education has no role. Those who have the qualification of pre degree i.e., (71.42%) also stated that education is needed to be an entrepreneur. And (28.57%) among that category stated about their disagreement to the statement. (69.23%) respondents those who a have degree qualification stated that education has role and (30.76%) stated negatively. The PG holders (100%) stated that education has a role and the diploma holders (91.66%) also stated that education has a role to be an entrepreneur. Only (8.33%) stated that education has no role.

### **RELIGION AND ENTREPRENEURSHIP**

Religion is also an important factor and it is also taken in this data collection. (92.30%) of respondents are Hindus in this research and the data shows that their religion has no influence on business. If a community maintains and preserves their culture by generations, their culture such as family, tradition, values, norms, believes will affect their all aspects of life. In the case of Gujaratis it is same but their religion has no effect or influence on their business. Every religion propagates that all must live with peace, happy and prosperity and also one must find one's own food from their job itself. It is also same in the idea of their religion too. Gujaratis should follow their religion and must believe in their gods. They celebrate their festivals in Mattancherry with all the religious practices and prayers.

**FIGURE 5.3- RELATION OF RELIGION TO ENTREPRENEURSHIP**

In the above figure it is shown that (63.07%) of respondents are of the opinion that religion have no relation with entrepreneurship. Only (7.69%) respondents are of the opinion that religion is an influencing factor on entrepreneurship, they strongly agree with this statement. And also (15.38%) respondents agree with this statement. The strength of (63.07%) of response is strongly disagreeable. (4.61%) of samples represents a neutrality in their response. (3.07%) constitute the option others. The facts which are forwarded by them are that religion doesn't influence their religion. But their religion says that everyone should find their own food and living by themselves.

**PARENTAL ROLE IN BUSINESS DEVELOPMENT**

The role of parents in developing entrepreneurial skills has a significant impact. The experience of parents, grandfathers effect the entrepreneurial qualities of the children too. Children will learn or achieve certain qualities from the parents. Thus the influence of parents in developing the entrepreneurial quality is measured.

**TABLE 5.11 – INFLUENCE OF PARENTS EXPERIENCE ON BUSINESS**

RESPONSE	FREQUENCY	PERCENTAGE
STRONGLY AGREE	50	76.92%
AGREE	7	10.69%
NEUTRAL	3	4.61%
STRONGLY DISAGREE	3	4.61%
DISAGREE	2	3.07%
TOTAL	65	100%

Parental role and their experience play an important role in entrepreneurship. One may study about business from their parents. And also, children will see the hardships of their elder ones in running a business and they will learn from them how to solve problems when a crisis in business occurs. Here in this table it is shown that more than half of the respondents (76.92%) strongly agree with this statement. (10.69%) agrees with this opinion and (4.61%) of respondents take a neutral stand. Only (4.61%) strongly disagree and (3.07%) disagree with this statement.

### **INFLUENCE OF TRADITION**

All societies have different value systems. The maintenance of these values and practices is done through passing it to generations. Thus it is also followed and maintained by Gujaratis too. Culture affects the way in which people manage their business and achieve goals. The manufacturing of goods and its sales all are affected by these. The ideas of parents will enable the present generation to organize their business. And it also helps them to overcome crisis. Thus, for maintaining their business parents will teach their children on how to maintain their business and also the older people may know about tricks in business, it will also help the present generation. The table presented below shows the number of respondents who accepts the traditional ideas and practices in business.

**TABLE 5.12- APPLICATION OF TRADITIONAL IDEAS AND PRACTICES ON BUSINESS**

<b>RESPONSE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
YES	41	63.07%
NO	24	36.92%
TOTAL	65	100%

The above table shows that majority of the respondents are accepting their traditional ideas and practices in business. (63.07%) of them are of that opinion and (36.92%) stated that they are not following traditional ideas and practices. Traditional ideas which means that it can be some food recipes. Food is the main among the Gujaratis. For example in the case of sweet making, they follow the traditional ideas of food recipes and mixing of ingredients is also different.

**CULTURAL MAINTENANCE**

Gujarat is a flourishing state with cultural diversity. The religion of Gujaratis includes Hinduism, Jainism and Buddhism. The culture of Gujaratis consists of arts, beliefs, traditions, language values etc. Gujaratis are those who strictly maintain their cultural practices. Since they are ethnic groups in Kerala, it is important to analyse whether they follow their practices and culture.

**TABLE 5.13- MAINTENANCE OF CULTURE**

<b>RESPONSE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Yes	58	89.23%
No	7	10.76%
Total	65	100%

It is clear from the table that they are maintaining their culture in Kerala too. (89.23%) of respondents states that they are maintaining their culture and (10.76%) of respondents states that they are not maintaining their culture. Those who responded negatively consist of youth. They may feel detached from their culture because their attitude is different from that of the old generation. Even in the migrated place they are maintaining their culture. Thus they are that much attached to their culture and also several news reports reported that they are celebrating their festivals too even in Kochi.

The marriages are celebrated in their style itself.

**INFLUENCE OF CULTURE TO FOLLOW TRADITIONAL JOBS**

Many of the Gujaratis follow family business and many of them start business by their own. In this situation it is important to analyse that whether their culture insist them to follow traditional business or family business. It is shown in the below table.

**TABLE 5.14- INFLUENCE OF CULTURE TO FOLLOW TRADITIONAL JOBS.**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
YES	40	61.53%
NO	25	38.46%
TOTAL	65	100%

The above table shows the influence of tradition to follow traditional jobs. Majority of the respondents (61.53%) stated that culture insist them to follow traditional jobs and (38.46%) stated culture does not insist.

### **CULTURAL INFLUENCE ON ENTREPRENEURIAL QUALITY**

The influence of culture on entrepreneurial quality is an important aspect to measure. Because it is necessary to analyse the factor that contribute more to their entrepreneurship.

**TABLE 5.15-PERCENTAGE OF CULTURAL INFLUENCE ON ENTREPRENEURIAL QUALITY**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
YES	60	92.30%
NO	5	7.69%
TOTAL	65	100%

It is clear from the table that the culture is influencing their entrepreneurial qualities. (92.30%) of respondents stated that culture is influencing their entrepreneurial quality and (7.69%) stated that culture is not influencing entrepreneurial quality.

## REASONS FOR CHOOSING BUSINESS AS A CAREER

Business is followed by the Gujaratis because of several reasons such as to carry out family business, passion towards business and because of profit earned in business. The data shows that most of them selected business as their career because to carry out family business. Those who have answered to carry out family business are following their tradition and their business are of inherited. Family business can be found all over the world, and they comprise of small businesses, small- and medium-sized companies that typically are backbone of many economies, as well as in large global listed players.

**FIGURE 5.4 REASONS FOR CHOOSING BUSINESS AS A CAREER**

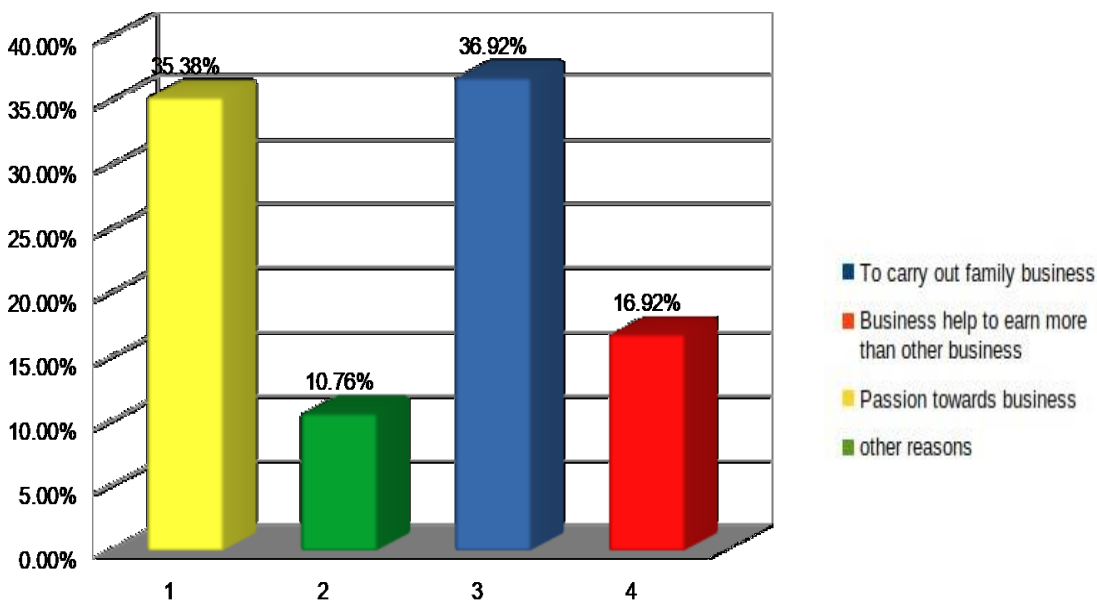


Figure 5.4 shows the reasons behind choosing business as their career (35.38%) of respondents are of the opinion that they choose business as their carrier because of their passion towards business. 36.92% of samples seems to be of the view that they selected business because they wanted to follow their family business. To experiment new business in the market is quite interesting for the youth and it is a common character of them. Thus the passions towards business enable people to start a business in the market. (16.92%) says that they choose business because it is profitable than so the (10.76%) of respondents states about other reasons. They are of the opinion that to follow business is their culture thus because of that reason they are doing business.

**BUSINESS AS AN INHERENT TRAIT**

Business is an inherent trait among Gujaratis. This data shows that majority of the Gujaratis are following business. For running a business some skills are needed. Management skills, communication skills all are needed to run a business. Some people develop these skills by training themselves with that and others will develop these skills through inheritance. Dinesh Awasthi, Director of Entrepreneurship Development Institute, Ahmedabad says that the entire ecosystem of Gujarati culture works around entrepreneurship. Entrepreneurship is in their blood. No doubt in that. These skills are ascribed in such persons. Majority of the Gujaratis come in this category. It is shown in the table given below.

**TABLE 5.16- BUSINESS AS AN INHERENT TRAIT**

<b>RESPONSE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
STRONGLY AGREE	49	75.38%
AGREE	4	6.15%
NEUTRAL	3	4.61%
DISAGREE	5	7.69%
STRONGLY DISAGREE	4	6.15%
TOTAL	65	100

The above table represents that majority of them states that business is an inherent trait among them. (75.38)% of respondents strongly agrees with this statement. (6.15%) of respondents agree with this statement and (4.61%) of respondents has a neutral opinion. (7.69%) and (6.15%) of them disagree with the statement. They stated because, the new generation may got their entrepreneurial qualities by examining their parents those who done business earlier. When children help their parents from childhood onwards, they develop such qualities.

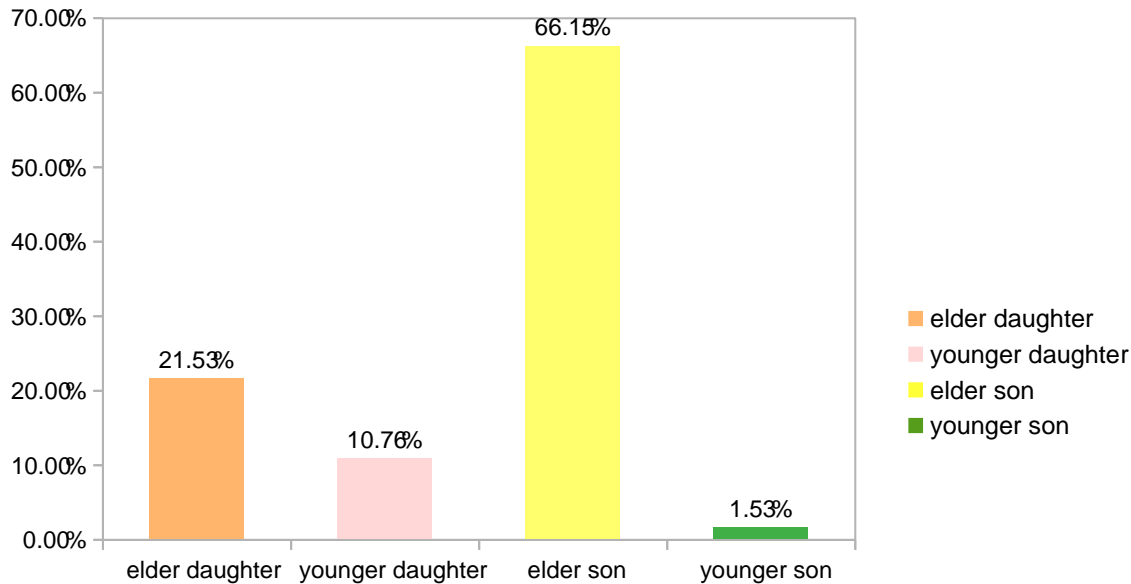
**BUSINESS SUCCESSION**

Succession of property is important to all families. Dividing the property among children is that of a big deal. In some families it will cause problems too. For Gujaratis too handing over the family business and property is important. There are families which give property to their elder ones and others will receive nothing. It is same in the case of Gujaratis too. Inheritance is an important factor for analysing the impact on entrepreneurship. Most of the business firms are owned by males among Gujaratis. Some are inherited to them and some are not. From the data which is collected it is proved that the Gujaratis maintain their culture and they are handing over their culture and traditions to generations. Thus they also transmit their business

to their children. Here an important question is that to whom they will hand over the business and their property. From the analysis of the data Gujaratis prefer to handover business to their elder ones in the family.

The below figure explains about the preference of Gujaratis in handing over business.

**FIGURE 5.5- TO WHOM THE PROPERTY IS TO BE GIVEN**



The above figure shows that (21.53%) of them says that they will handover to elder daughter and says (66.15%) of respondents states that they give their property to their elder sons. Only (1.53%) states that they will hand over the business and property to younger son and (10.76%) of respondents stated that they will handover business and property to their younger daughters. It is therefore clear that they prefer to handover business and property to their elder ones in the family.

### **FACTORS THAT ENCOURAGE ENTREPRENEURSHIP AMONG YOUTH**

There are certain factors which help everyone to get attached to business and other jobs. Business related problems and queries are solved from the ancestors. Because they will be experienced in this field and they can help the young entrepreneurs in business. Though the Gujaratis maintain the culture of business, it is exact that the parents will surely help them in that. There are many youngsters who study about business and they start business after training. But the advices of parents are beyond any education. The methods and tricks that were followed by parents will help the young generation in their business too. It is a reality that the market demands are changing day by day. And the aged people are not well aware of these too. But their experiences on this field will help and motivate the youth to start business.

**TABLE 5.17- FACTORS OF ENTREPRENEURSHIP**

OPTIONS	FREQUENCY	PERCENTAGE
ENTREPRENEURSHIP EDUCATION IN SCHOOLS	7	10.76%
TRAINING GIVEN BY THE FAMILY ITSELF	49	75.38%
OTHER FACTORS	9	13.84%
TOTAL	65	100%

The data describes that, (75.38%) of respondents' states that the training that is given by the entrepreneurs in their family helped them to be an entrepreneur. Thus, the entrepreneur's presence in the family itself is very intense. And (10.76%) states that entrepreneurship education in schools enabled them to be an entrepreneur. (13.84%) of respondents stated other factors also help them in this field. They stated that business is their part of culture and youth will automatically follow the same way like others in their community.

### **RISK TAKING FACTOR**

There are many qualities to be an entrepreneur. Today competition in all fields is visible. As we seen that Gujaratis are mainly doing business in Mattancherry settlement. In today's competitive world doing family business and small business is questionable. Thus they are taking a risk by doing business in Kochi. As we all know that Kochi is developed and it have many textiles, shops and other facilities which is profitable and have high demand. Thus it is important to find that risk taking factor is important to entrepreneurship. It is shown in the below table.

**TABLE 5.18- INFLUENCE OF RISK TAKING FACTOR ON ENTREPRENEURSHIP**

RESPONSE	FREQUENCY	PERCENTAGE
STRONGLY AGREE	54	83.07%
AGREE	5	7.69%
NEUTRAL	2	3.07%
DISAGREE	1	1.53%
STRONGLY DISAGREE	3	4.61%
TOTAL	65	100%

Majority of the samples which is taken for data collection states that risk taking quality is an important quality in running a business. Thus it is proved that they are running their business with high risk in this highly demanded and competitive market. (83.07%) of respondents stated that risk taking is an important factor in entrepreneurship. And (7.69%) of respondents agree with the statement. (3.07%) of respondents have a neutral opinion and (1.53%) and (4.61%) disagree with the statement.

### **FACTORS TO OVERCOME BUSINESS CRISIS**

Business is a risky job. One must have enough confidence to run a business and should be conscious that there will be business crisis once. Thus risk taking is an important factor of business. When a crisis occurs one should get motivation or advices to overcome that. The families of Gujaratis will have experienced entrepreneurs who have faced different problems and crisis in this field. When their youth faces business crisis they can help them with advices and can motivate them to face all problems. Some people do not seek advices. They will solve problems by their own experiences. It is same in the case of Gujaratis also. It is shown in the table given below.

**TABLE 5.19- MEASURES TO OVERCOME BUSINESS CRISIS**

<b>OPTIONS</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
ADVICE FROM ANCESTORS AND PARENTS	40	61.53%
OWN EXPERIENCE	10	15.38%
NEW BUSINESS STRATEGIES	15	23.07%
TOTAL	65	100%

The table detailed that majority of them are of the opinion that when they faces business crisis they seek the advices from ancestors, i.e., (61.53%) of respondents stated about this. From that statement we can find the depth of experience that their parents hold. Even many of them (23.07%) go for new business methods, (15.38%) are of the belief that they will find solutions from their own experiences itself.

**WOMEN PARTICIPATION IN BUSINESS**

Today women are entering into male dominated sectors and women by themselves are finding new opportunities. In developing countries women are able to resist the problems such as poverty and they are sharing their effort to the country's economic development. When we take the women population it constitutes the half of the world population. In traditional Indian society women were confined to the four walls of the houses but now they are exploring their opportunities. The evidence and studies at the global level states that women participation can be seen in academics, politics, and social works and so on. Now they are started to employ at business sector too. It is also evident in the case of Gujaratis too.

**TABLE 5.20- WOMEN PARTICIPATION IN BUSINESS**

<b>RESPONSE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
YES	29	44.61%
NO	10	15.38%
OTHERS	26	40%
TOTAL	65	100%

The above table shows the women participation in business. (44.61%) stated that there is women participation in business and (15.38%) stated that there is no women participation. The respondents which stated other factors says that women are engaged in helping men in business, it constitute (40%) of total respondents. They state that women help their husband in business. Thus from this data it is evident that there is women participation in their community.

**CONCLUSION**

The response from the respondents shows that the factors which has taken for research is influencing their entrepreneurship. But the religion has no influence on entrepreneurship. Their religion does not insist them to follow business but their religion propagates that everyone should find their own food by own hard works.

**CHAPTER VI****ATTITUDE TOWARDS ENTREPRENEURSHIP WITH****REFERENCE TO AGE****INTRODUCTION**

In this chapter the various and different attitudes towards entrepreneurship is measured in comparison to age. In this changing market situation, it is very risky to follow traditional or family business. Thus it is necessary to analyse the attitude of youth to business and the attitude of aged persons towards business. And also it is a view that Gujaratis in Mattancherry settlement is following business and their culture whatever the situation is. So the various attitudes are checked in this chapter. The age wise analysis is taken because, it is necessary to analyse the difference in the attitude towards business of different age group. Thus by collecting information in this aspect an overall analysis regarding their attitude towards entrepreneurship can be acquired.

**ATTAINMENT OF BUSINESS RELATED COURSES**

Business education will help an individual to make achievements in the economic field. When ones acquire the education regarding business, it helps an entrepreneur to make an overview regarding business. Business education is very helpful to those people who have no prior experience in the business field. The success entrepreneurs are born from attaining business education and also an entrepreneur can become successful by examining other success entrepreneurs. People management doesn't always come as naturally to some prospective candidates as they expect. When a person studies business related courses, he will learn to grab the expectations of the economy, he will make strong relations and he will earn respect of each member in the society. By studying for a business management qualification, you immediately expand and enhance your career prospects for life. From this data collection it is clear that majority of youth who runs business studied courses or they are trained to that type of business.

**TABLE 6.1- PERCENTAGE OF THOSE WHO STUDIED BUSINESS RELATED COURSES**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
YES	31	47.69%
NO	34	52.30%
TOTAL	65	100%

Business related studies will enable the entrepreneurs to be more knowledgeable about the field. (47.69%) of respondents stated that they have education regarding business and (52.30%) stated that they have no education regarding business. Thus majority of them do not have education regarding business.

**TABLE 6.2- AGE WISE CATEGORIZATION OF THOSE WHO STUDIED BUSINESS RELATED COURSES**

AGE	YES	NO	TOTAL
20-29	17 (94.44%)	1 (5.55%)	18 (100%)
30-39	11 (57.89%)	8 (42.10%)	19 (100%)
40-49	2 (20%)	8 (80%)	10 (100%)
50-59	1 (5.88%)	16 (94.11%)	17 (100%)
ABOVE 59	-	1 (5.55%)	1 (100%)
TOTAL	31 (47.69%)	34 (52.30%)	65 (100%)

For analysing the percentage of those who studied business related courses age has taken as a variable. (94.44%) among the age category 20-29 stated that they had studied business related courses and (5.55%) among them did not studied business related courses. (57.89%) of them in the age category (30-39) have studied courses and (42.10%) in that age category did not studied any business related courses. (20%) in the age category (40-49) studied business related courses. (80%) did not studied business related courses. Majority in the old age category did not studied any business related courses. Only (5.88%) respondents in the age category have studied business related courses and (94.11%) among that age category did not studied any business related courses. And also (100%) i.e., 1 respondent in the age category above 59 also did not studied any business related courses.

### **ATTITUDE TOWARDS OTHER JOBS**

Doing business is a risky job. Before starting a business one must be aware about the market demand and needs of the people. Also the preference of people must be known and one must analyse the fact that doing a particular business is profitable or not. When one gives importance and consideration to these facts and realities they will not take business as their career. The data which shows the attitude towards other jobs among Gujaratis shows a different perspective. This research found out that doing business is their culture and everyone is following that. Their culture of business is passing through generations. But there is a difference in the attitude towards other jobs when we compare different age categories.

**TABLE 6.3- PERCENTAGE OF THOSE WHO PREFER THEIR CHILDREN TO FOLLOW OTHER JOBS**

RESPONSES	FREQUENCY	PERCENTAGE
PREFER OTHER JOBS	21	32.30%
NOT PREFER OTHER JOBS	30	46.15%
OTHERS	14	21.53%
TOTAL	65	100%

The above table shows the percentages of those who prefer their children to do other jobs, i.e., (32.30%) prefer other jobs and (46.15%) do not prefer other jobs. (21.53%) states about other factors, i.e., they say that if their children get other jobs which is profitable then they will allow that. Most of the youth prefer their children to do other jobs and the aged category does not prefer other jobs. It is shown in the below table.

**TABLE 6.4 – AGE WISE CATEGORIZATION OF THOSE WHO ALLOW THEIR CHILDREN TO DO OTHER JOBS**

AGE	PREFER OTHER JOBS	NOT PREFERRED OTHER JOBS	OTHERS	TOTAL
20-29	9 (50%)	5 (27.77%)	4 (22.22%)	18 (100%)
30-39	7 (36.84%)	7 (36.84%)	5 (26.31%)	19 (100%)
40-49	3 (30%)	5 (50%)	2 (20%)	10 (100%)
50-59	1 (5.88%)	13 (76.47%)	3 (17.64%)	17 (100%)
ABOVE 59	1 (100%)	-	-	1 (100%)
Total	21 (32.30%)	30 (46.15%)	14 (21.53%)	65 (100%)

Here age is taken as an important variable. (27.77%) among the age category 20-29 states that they do not prefer their children to do other jobs and (50%) among them states that they prefer their children to follow other jobs. Among the age category 30-39 (36.84%) each states that they prefer other jobs and they don't prefer other jobs. (30%) in the age category 40-49 states that they prefer their

children to do other jobs and (50%) in that age category states that they do not prefer. The aged category 50-59 states that, i.e.,

(76.47%) among them not preferring other jobs to be followed by their children and (5.88%) among them prefer other jobs. The research shows that females are engaged in activities such as sweet making, masala making, tailoring, dress designing and Mehendi designing. Thus they will not prefer their children to do other jobs. They prefer other good salaried jobs or other profitable business. Some respondents have stated other reasons. It constitutes (21.53%) and they states that if their children will get other good job they prefer to do that job. From this data we can conclude that most of them in the community prefer to follow the same family business and they are maintaining their culture of doing business. There are exceptional cases that answered if their children prefer to do other business or they get other good job with good salary they will allow them.

### **INHERITED BUSINESS OR OWN BUSINESS**

Business can take many forms such as own business, inherited and partnership firms. Gujaratis always maintains their culture everywhere they go. Thus many families follow their family business and others start new ventures. Those who own inherited business are more among Gujaratis. The inherited business are spice shop, sweet shop, antique shop, masala centers etc. Those who had taken the inherited business are following their family business and others follow the culture of maintaining business. Those who heirs the family business maintain it by generations and it will take the form of a culture.

**TABLE 6.5- PERCENTAGE OF THOSE WHO RUN INHERITED BUSINESS AND STARTED OWN BUSINESS**

<b>RESPONSE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
INHERITED BUSINESS	37	56.92%
OWN BUSINESS	28	43.07%
TOTAL	65	100%

Those who do inherited business are maintaining their family business, i.e., (56.92%) of them are doing inherited business and (43.07%) started own business. Those who started own business comprises the youth category.

**TABLE 6.6- AGE WISE ANALYSIS OF PERCENTAGE OF THOSE WHO OWN INHERITED BUSINESS AND STARTED OWN BUSINESS**

AGE	INHERITED	OWN BUSINESS	TOTAL
20-29	8 (44.44)	10 (55.55%)	18 (100%)
30-39	10 (52.63%)	9 (47.36%)	19 (100%)
40-49	7 (70%)	3 (30%)	10 (100%)
50-59	11 (64.70%)	6 (35.29%)	17 (100%)
ABOVE 59	1 (100%)	-	1 (100%)
TOTAL	37 (56.92%)	28 (43.07%)	65 (100%)

Above table shows that the nature of the business firm. Some continue their business which is earlier undertaken by parents and some started business by their own. (44.44%) of respondents in the age category 20-29 states that they are undertaking the business which is inherited onto them. But majority in this age category states that they started business by their own and it constitute (55.55%). (52.63%) from the age category 30-39 stated that they also are doing the business which inherited on to them. Among that age category (47.36%) states that they started business by their own. From the age category 40-49 (70%) of them are undertaking business which was inherited onto them. And (30%) of them started business by their own. The old age category includes 50-59 and majority of them are undertaking business which was inherited onto them, i.e., (64.70%) among them responded in that manner. Only (35.29%) of them in this category stated that they started business by their own. 1 respondent stated that business was inherited onto them

### **TYPE OF SPECIALIZATION IN BUSINESS**

Specialization in business is an important factor when we analyse business. Some may start business with both specialization such as manufacturing and sales. By the production of products the person who owns the business must invest a certain amount of money into that. For the sales also investment is necessary. The interest of people may be different. Some may make products and sell them in the market. To make a product some skills are necessary. Some people can develop the ability to produce products through some training and others can develop the ability to make products by inborn. Thus the specialization of business is different among different people and the preference to select those specializations is also different. It is also same in the case of Gujaratis. The preference of specialization depends upon their skills to make products and it can be inborn or it can be of some training given in the family itself or through some training classes. It is referred in the table shown below.

**TABLE 6.7- SPECIALIZATION IN BUSINESS**

RESPONSES	FREQUENCY	PERCENTAGE
MANUFACTURING	14	21.53%
SALES	35	53.84%
BOTH	16	24.61%
TOTAL	65	100%

Majority of the Gujaratis are specialized in sales. (21.53%) of respondents are engaged in manufacturing and (53.84%) are specialized in sales. Those who are specialized in both comprises of (24.61%).

**TABLE 6.8- SPECIALIZATION IN BUSINESSES OF DIFFERENT AGE GROUPS**

AGE	MANUFACTURING	SALES	BOTH	TOTAL
20-29	8 (44.44%)	4 (22.22%)	6 (33.33%)	18 (100%)
30-39	3 (15.78%)	13 (68.42%)	3 (15.78%)	19 (100%)
40-49	2 (20%)	4 (40%)	4 (40%)	10 (100%)
50-59	1 (5.88%)	13 (76.47%)	3 (17.64%)	17 (100%)
ABOVE 59	-	1 (100%)	-	1 (100%)
Total	14 (21.53%)	35 (53.84%)	16 (24.61%)	65 (100%)

(21.53%) of respondents states that they are specialized in manufacturing. Among the age category 20-29 (44.44%), from 30-39 (15.78%), 40-49 (20%) and from 50-59 (5.88%) are specialized in manufacturing. Among the 100% of respondents those who specialized in sales, .20-29 the young adults include (22.22%) of respondents are of this opinion, from the age category 30-39 (68.42%) respondents, 40-49 (40%) of respondents and from 50-59 (76.64%) respondents and from above 59 (100%) i.e., 1 respondent. (24.61%) of respondents stated they are specialized in both. From the age category 20-29 (33.33%) respondents, 30-39 (15.78%) respondent, 40-49 (40%), 50-59 (17.64%) respondents stated this opinion.

**MAINTENANCE OF FAMILY BUSINESS**

Maintaining family business gives a strong family name to maintain. From this research it is evident that Gujaratis are good at maintaining their business. Some choose to have their children to pursue their family business and others not. The market demands are changing day by day, it is therefore very risky to start a business with all conditions of the market. Thus the preference to hold family business is shown in the below table.

**TABLE 6.9- PREFERENCE FOR MAINTAINING FAMILY BUSINESS BY THEIR CHILDREN**

RESPONSE	FREQUENCY	PERCENTAGE
YES	28	43.07%
NO	26	40%
OTHERS	11	16.92%
TOTAL	65	100%

Majority of the respondents prefer to maintain their family business. (43.07%) prefer to maintain family business and (40%) do not prefer to maintain family business. And also some stated other factors too. It constitutes (16.92%). They state that they allow their children to do other profitable business too. Those who do not prefer to maintain family business comprises of the youth and it is shown in the below table.

**TABLE 6.10- AGE WISE PREFERENCE TO MAINTAIN FAMILY BUSINESS**

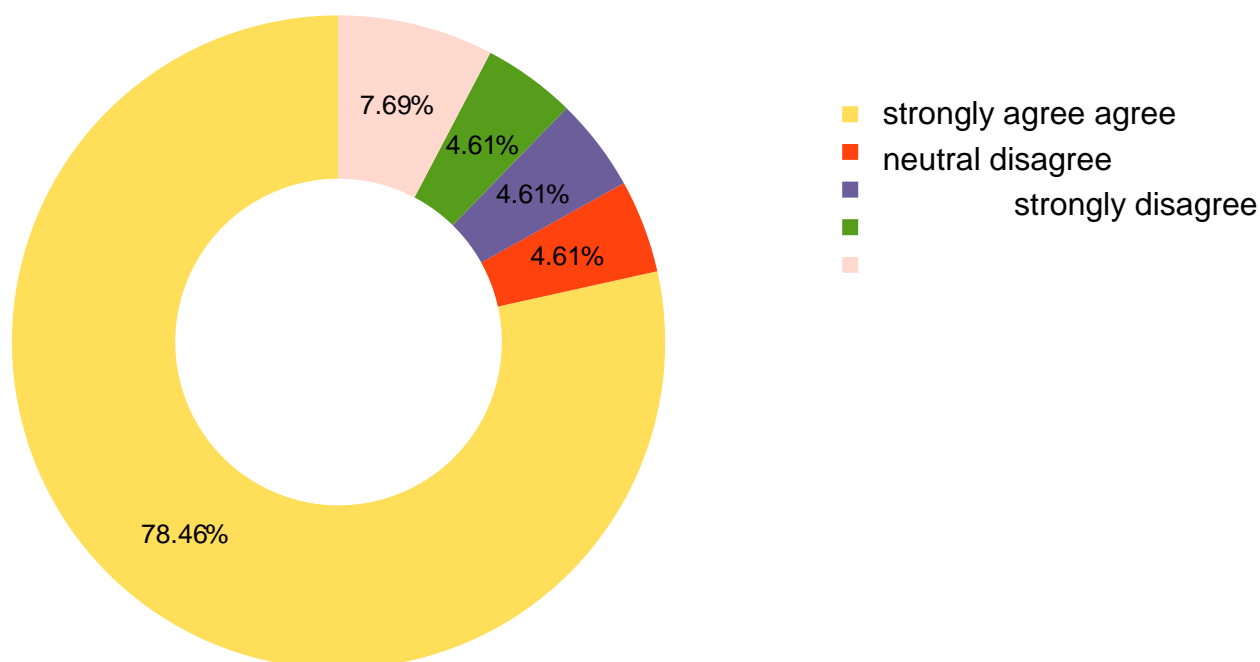
AGE	YES	NO	OTHERS	TOTAL
20-29	5 (27.77)	9 (50%)	4 (22.22%)	18 (100%)
30-39	6 (31.57%)	8 (42.10%)	5 (26.31%)	19 (100%)
40-49	6 (60%)	4 (40%)	-	10 (100%)
50-59	10 (58.82%)	5 (29.41%)	2 (11.76%)	17 (100%)
ABOVE 59	1 (100%)	-	-	1 (100%)
TOTAL	28 (43.07%)	26 (40%)	11 (16.92%)	65 (100%)

Here in the above table age is taken as a variable. The table exemplifies that the preference to hold family business is high among Gujaratis. (43.07%) of respondents replied the question in a positive manner. (27.77%) of respondents in the age group 20-29 replied in a constructive manner and (31.57%) in the age group 30-39 replies positively. And also (60%) from the age category 40-49 states that they prefer their children to continue their family business. (58.82%) of respondents from the age category 50-59 and (100%) from the age category above 59 also states this opinion. (50%) in the age category 20-29 states that they not prefer their children to follow family business. And also (42.10%) in the age category 30-39, (40%) from the age category 40-49, (29.41%) from 50-59 also states that opinion. The data indicates other reasons that the respondents addressed. (22.22%) in the age group 20-29, (26.31%) from 30-39, (10%) from 40-49 and (11.76%) from 50-59. They states that business is their culture but they allow their children to do other profitable business and also to do other good job which gets good salary.

**BUSINESS AND YOUTH**

The preference of youth in business is an important factor to measure. It is essential to find out whether the youth are involved in providing business ideas. Gujaratis mainly follows the business and the parents train their children regarding business. Today youth are also engaged in business. Thus they will create new methods in business to compete in the market and also they make certain changes in the form of family business to make them profitable.

**FIGURE 6.1 -YOUTH PARTICIPATION IN BUSINESS**



From the figure 6.1 it is evident that youth are actively participating in providing ideas to their business. (78.46%) of respondents from each age category states that there is youth participation in business. That is the intensity towards the statement of attitude towards business among the youth is high. (7.69%) of respondents strongly disagree with the statement and other responses constitute (4.61%) each.

### **GUIDANCE TO YOUTH REGARDING BUSINESS**

The data which is collected in this research shows that to maintain the business is a must in their community. So for that the old people always encourage the youth to participate in business activities. It is their responsibility to train their youth regarding business and the youth must be motivated to start new ventures also. To compete in the business market one must be well trained about the market tricks and the parents should encourage them to study courses regarding business. Gujaratis are well aware of that. The aged ones are those who mainly engaged in giving ideas to youth regarding business.

This is proved by the data given below.

**TABLE 6.11- PREFERENCE TO GIVE SUGGESTIONS AND IDEAS REGARDING BUSINESS**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
ALWAYS	20	30.76%
USUALLY	17	26.15%
SOMETIMES	9	13.84%
RARELY	10	15.38%
NEVER	9	13.84%
TOTAL	65	100%

The experience of aged entrepreneurs will be very helpful for the new entrepreneurs in the field. (30.76%) stated that they are always engaged in giving ideas regarding business and (26.15%) are usually engaged. (13.84%) are only sometimes involved and (15.38%) are rarely involved. (13.84%) are not involved in giving ideas and it mainly comprises of the youth. It is shown in the below table.

**TABLE 6.12- AGE WISE PREFERENCE TO GIVE SUGGESTIONS AND IDEAS REGARDING BUSINESS**

AGE	ALWAYS	USUALLY	SOMETIMES	RARELY	NEVER	TOTAL
20-29	2 (11.11%)	3 (16.66%)	4 (22.22%)	5 (27.77%)	4 (22.22%)	18 (100%)
30-39	1 (5.26%)	8 (42.10%)	2 (10.52%)	3 (15.78%)	5 (26.31%)	19 (100%)
40-49	3 (30%)	4 (40%)	2 (20%)	1 (10%)	-	10 (100%)
50-59	13 (76.47%)	2 (11.76%)	1 (5.88%)	1 (5.88%)	-	17 (100%)
ABOVE 59	1 (100%)	-	-	-	-	1 (1.53%)
TOTAL	20 (30.76%)	17 (26.15%)	9 (13.84%)	10 (15.38%)	9 (13.84%)	65 (100%)

To guide the youth regarding business the aged ones are most involved. Because the experience regarding entrepreneurship is more in old aged people. In the age group 20-29 (11.11%) of them are always involved in giving ideas business, (16.66%) are usually engaged, (22.22%) are sometimes engaged, (27.77%) are rarely engaged and (22.22%) are never engaged in giving ideas regarding business. In the age group 30-39 (5.26%) are always engaged in giving ideas, (42.10%) are usually engaged, (10.52%) are sometimes involved, (15.78%) are rarely and (26.31%) are never involved in giving ideas regarding business. The middle age category is 40-49. In that age group (30%) are always involved and (40%) are usually engaged in giving ideas regarding business. And (20%) are sometimes involved and (10%) are rarely involved. Majority of them giving in ideas regarding business are in the age category 50-59. (76.47%) of respondents are always involved, (11.76%) are usually involved and (5.88%) of each respondents are sometimes and rarely engaged in giving ideas regarding business. And from the above 59 category (100%) are engaged in sharing ideas regarding business.

### **BUSINESS AS A CAREER**

To analyse the attitude of two generations towards business, it is essential to analyse the attitude of youth, old and middle age people regarding business as a career option. As it is clear that doing business is a risky job and one must have certain qualities and skills to do business. Also before starting a venture one must remember and must be careful about the problems, money to invest and other related factors. As it is known that business is very risky and to start it, one must have certain amount to invest. Many of them will not interest to start business because of the risk that is involved in it. But in the case of Gujaratis, they also know about the risk and other related problems, but the parents as well as the old generation states that taking business as a career option is good for one. The attitudes of the respondents are shown in the above table.

**TABLE 6.13- PERCENTAGE OF RESPONSE TOWARDS BUSINESS AS CAREER**

RESPONSES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	29	44.61%
AGREE	8	12.30%
NEUTRAL	8	12.30%
DISAGREE	12	18.46%
STRONGLY DISAGREE	8	12.30%
TOTAL	65	100%

Today majority of the youth are engaged in business. Though Gujaratis are entrepreneurs it is important to analyse their opinion about business as a career. (44.61%) of respondents stated that business can be taken as a successful career option and (12.30%) agree with the statement. (12.30%) respondents have a neutral opinion and (18.46%) of them disagree with the statement. (12.30%) of them strongly disagreed with the statement.

**TABLE 6.14- PREFERENCE TOWARDS BUSINESS AS A CAREER OPTION WITH COMPARISON TO AGE**

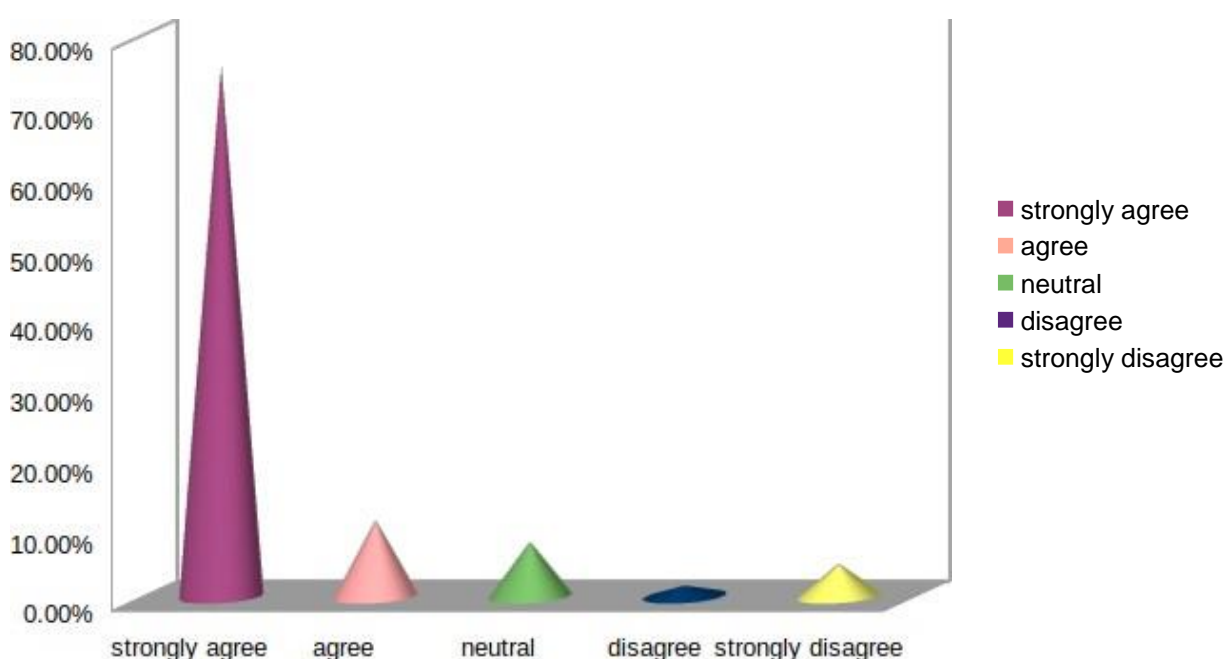
AGE	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
20-29	5 (27.77%)	3 (16.66%)	1 (5.55%)	4 (22.22%)	5 (27.77%)	18 (100%)
30-39	6 (31.57%)	2 (10.52%)	4 (21.05%)	5 (26.13%)	2 (10.52%)	19 (100%)
40-49	7 (70%)	1 (100%)	1 (10%)	1 (10%)	-	10 (100%)
50-59	10 (58.82%)	2 (11.76%)	2 (11.76%)	2 (11.76%)	1 (5.88%)	17 (100%)
ABOVE59	1 (100%)	-	-	-	-	1 (100%)
TOTAL	29 (44.61%)	8 (12.30%)	8 (12.30%)	12 (18.46%)	8 (12.30%)	65 (100%)

The preference towards business as a career is less among the youth category. In the age category 20-29 (27.77%) are strongly agreeing with the statement. And (16.66%) agree with the statement. (5.55%) of them have a neutral opinion regarding this statement. And (22.22%) states their disagreement to the statement. In the age category 30-39 (31.57%) states that they strongly agree with the statement. Only (10.52%) of them are agreeing with the statement. (21.05%) of respondents have neutral opinions. (26.13%) disagree and (10.52%) strongly disagree. (58.82%) in the age category 50-59 strongly agree with the statement and (11.76%) agree with the statement. (11.76%) of respondents have neutral opinions. And (11.76%) disagree with this statement. Majority who are agreeing with this statement are of the aged category from 50-59. In the age category 40-49 (70%) strongly agree with the statement. (100%) of respondents in this category agree with the statement. In the age category above 59 too (100%) stated their agreement to the statement.

### **PEER GROUP INFLUENCE AMONG YOUTH**

Gujaratis are mainly doing business in Mattancherry settlement. Some youngsters are doing business there itself and others are migrating to abroad. Mainly their parents prefer their children to follow business and to study business related courses. Thus the youth are also actively engaged in business. The peer group influence among themselves can motivate them more to do business and other related jobs and courses. When one among the peer group has an idea about to start a new business or to study any other courses, it will attract the other peers too. And also when one among their group achieves success in business, it will too affect and influence as well as motivate the other youngsters to business. The figure below shows peer group influence among the youth to do business.

FIGURE 6.2- INFLUENCE OF PEER AMONG THEMSELVES



The figure expresses the response towards youth participation in business. Most of respondents strongly agree with this statement and (10%) of them agree with this statement. And also (79%) of respondents stated that they are strongly agreeing with the statement. Thus it is clear from this statement that the peers among themselves are motivated and influenced to do business.

### **ENTREPRENEURIAL QUALITIES**

Entrepreneurial qualities refer to the characteristics of the entrepreneur. Entrepreneurs must require certain qualities for running a business firm. When these qualities are neglected it will affect the entrepreneurial development. Some may acquire these qualities by birth others achieve through several means. Gujaratis also have some qualities which are inherent and also which is achieved. So it is necessary to find out whether they are also attained such qualities or it is important to find out that qualities are needed or not. It is referred in the table given below.

**TABLE .6.15- ENTREPRENEURIAL QUALITIES- NEEDED OR NOT**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
QUALITIES ARE NEEDED	50	76.92%
QUALITIES ARE NOT NEEDED	15	23.07%
TOTAL	65	100%

Qualities such as passion, ethics, management skills, creative thinking, risk taking and self-starter are needed for an entrepreneur. So majority of the respondents stated that these qualities are needed, i.e., (76.92%) of them stated that these qualities are needed and (23.07%) of them stated that these qualities are not needed.

**TABLE 6.16- MEASURING THE NEED FOR THE QUALITIES IN ENTREPRENEURSHIP**

<b>RESPONSE</b>	<b>CERTAIN QUALITIES ARE NEEDED FOR AN ENTREPRENEUR</b>	<b>CERTAIN QUALITIES ARE NOT NEEDED FOR AN ENTREPRENEUR</b>	<b>TOTAL</b>
20-29	13 (72.22%)	5 (27.77%)	18 (100%)
30-39	15 (78.94%)	4 (21.05%)	19 (100%)
40-49	7 (70%)	3 (30%)	10 (100%)
50-59	12 (70.58%)	5 (29.41%)	17 (100%)
Above 59	1 (100%)	-	1 (100%)
<b>TOTAL</b>	<b>50 (76.92%)</b>	<b>15 (23.07%)</b>	<b>65 (100%)</b>

There are different qualities which are needed to be an entrepreneur. Here the need for certain qualities are measured such as confidence, creative thinking, risk taking, competitive, self-starter, passion, work ethics, marketing skills and innovation. Most of them are of the opinion that all of the above qualities are needed for an entrepreneur. (72.22%) respondents of first age category age category are of the opinion that all qualities are needed to be an entrepreneur. And also (78.94%) from age group 30-39 and (70%) from 40-49 also states the same opinion. The other age category state that all qualities are needed is from 50-59, i.e., (70.58%). (27.77%) respondents in the age group 20-29, (21.05%) respondents of 30-39, (30%) respondents of 40-49, (29.41%) respondents of 50-59 states that this qualities are not needed for an entrepreneur. And (100%) of respondent of above 59 are of the opinion that all the factors which is mentioned in the data is required for an entrepreneur.

#### **DEMOTIVATING FACTORS OF ENTREPRENEURSHIP**

There are certain factors that demotivate a person in business. Before starting a business one should find that starting that particular business is profitable or not. The market demand is an important factor in running a business. If the products have no demand then it will badly affect the entrepreneur. Today all the fields are competitive including business. Youth are more interest in starting business. So this field also faces challenges such as competition, market demand and financial problems. Kishore Shamji a leading exporter points out that the businessmen are finding it difficult to cope with the rising labour militancy and corruption. The high labour cost has hit traditional industries. "We had settled down in Mattancherry as it provided both a peaceful atmosphere and plenty of opportunities for trade. Labour militancy and corruption have vitiated the business atmosphere. The businesses are slowly shifting to other states. The state has conceded its dominance over spice and coconut to Karnataka and

Tamil Nadu. If the trend continues, the Gujarati settlement in Mattancherry will become extinct,” says Shamji.

**TABLE 6.17– MEASURING THE PROBLEMS IN ENTREPRENEURSHIP**

DEMOTIVATING FACTORS	FREQUENCY	PERCENTAGE
MARKET DEMAND	28	43.07%
COMPETITION	15	23.07%
LACK OF SKILLS	7	10.76%
FINANCIAL RISKS	9	13.84%
OTHER FACTORS	6	9.23%
TOTAL	65	100%

The above table shows the problems faced by Gujaratis in running business. (43.07%) of respondents stated that market demand is a problem to them and (23.07%) of them stated that competition is a problem to them in running a business. (10.76%) of them stated about the lack of skills which is faced by them and (13.84%) faces financial risks.

(9.23%) of them stated other factors and they says these all problems are faced by them.

**TABLE 6.18-PROBLEMS IN ENTREPRENEURSHIP IN RELATION TO AGE**

AGE	MARKET DEMAND	COMPETITION	LACK OF SKILLS	FINANCIAL RISKS	OTHER FACTORS	TOTAL
20-29	8 (4.44%)	4 (22.22%)	2 (11.11%)	4 (22.22%)	-	18 (100%)
30-39	7 (36.84%)	5 (26.31%)	1 (5.26%)	2 (10.56%)	4 (21.05%)	19 (100%)
40-49	4 (40%)	2 (20%)	1 (10%)	1 (10%)	2 (20%)	10 (100%)
50-59	8 (47.05%)	4 (23.52%)	3 (17.64%)	2 (11.76%)	-	17 (100%)
ABOVE 59	1 (100%)	-	-	-	-	1 (100%)
TOTAL	28 (43.07%)	15 (23.07%)	7 (10.76%)	9 (13.84%)	6 (9.23%)	65 (100%)

From this table it is clear that market demand is the main problem in business. In the age category 20-29 (4.44%), 30-39(36.84%) 40-49(40%), 50-59(47.05%) and above 59(100%) stated this. Completion is another problem. 20-29(22.22%), 30-39(26.31%), 40-49(20%), 50-59(23.52%) stated this problem. Lack of skills was stated by from 20-29(11.11%), 30-39(5.26%), 40-49(10%), 50-59(17.64%) stated this. Financial risks is stated by from 20-29(22.22%), 30-39(10.76%), 40-49(11.76%). Other factors constitute (9.23%) and they states that all these problems are threat to entrepreneurship.

### **CONCLUSION**

Thus from the analysis of this chapter it is evident that, when we compare the entrepreneurial attitude with the age, it is different. Different age groups exhibits different attitude towards entrepreneurship. The aged ones are of the view that they have to maintain their family business and also they are more attached to their culture. But the youth are just opposite to that. They prefer other jobs and they are starting new business rather than their family business.

### **CHAPTER VII**

#### **DISCUSSION AND FINDINGS**

##### **DISCUSSION**

According to the hypothesis of the researcher it is to find out the age wise difference and entrepreneurial attitude among Gujaratis are positively correlated. The objectives include the factors affecting entrepreneurship among Gujaratis and also the attitude towards business of different age categories. The study proves that there are various factors which affect entrepreneurship such as family, tradition, education, risk taking and inherent traits.

Here in this study various age groups are taken to measure the entrepreneurial attitudes behind two generations. The researcher took the people up to 60 years of age. The parents prefer their children to study business related courses and also they encourage them to start new business. Some are following their family business too. The researcher had taken the variables such as family, education and type of business. Except the religion other indicators have influence on their entrepreneurship. Religion is not a factor of influence. Religion does not have an impact in their entrepreneurial quality. Market demand is a problem to them. Demand of people is changing day by day. Thus from their opinion it is clear that they find it difficult to continue business and if this continues Gujarati settlement in Kochi will get extinct.

According to this study the women entrepreneurs are less in the age group after 40 years of age. From that it is understood that the aged women are not much involved in business. Men are more likely to do business and only some of the women are engaged in business.

Thus from this research it is evident that there is change in the attitude regarding entrepreneurship in comparison with different age categories. The age wise attitude towards entrepreneurship is different and the hypothesis is accepted.

## **FINDINGS**

The major findings of the study are placed under the objectives respectively:

### **1. TO FIND OUT THE FACTORS AFFECTING ENTREPRENEURSHIP**

- The form of business among Gujaratis in Mattancherry settlement is different. Most of them are doing businesses, either it is inherited and some started businesses by their own. And the nature of businesses shows that most of them are undertaking own business and partnership firms.
- Businesses among the Gujaratis are different and the products have demand by other communities. And also some of them stated that there is no demand for their products from outside communities. Kochi is a tourist place, so business in Kochi is profitable up to a level and the products will also have demand.
- Most of the families in this settlement are residing with joint family. And also there are nuclear families. Majority of them residing in joint family are of the view that family is an influencing factor for entrepreneurship. And majority of them living in nuclear family also says that family has influence. That is both type of families has an influence on its member regarding entrepreneurship.
- Gujaratis have better educational qualifications. The youth among them are trained to do businesses and they have qualification of diploma in various courses that is related to business. And also the educated are of the opinion that education has a role to become an entrepreneurship.
- There are different reasons why businesses are chosen as their carrier. Passion and family business are the main reasons. To carry out the family business comes is the forefront of the reasons. Thus from that it is clear that they are giving more importance to family.
- Gujaratis apply traditional ideas and practices in business.
- The religion which they commonly followed is Hinduism and Jainism. But religion has no influence on their entrepreneurship. Their religion says that all must find their own food by doing jobs and by other ways.
- Business succession is an important factor. The majority of the Gujaratis prefer to handover their business to their elder ones in the family, either their elder daughter or elder son.

- Gujaratis are very careful in maintaining their culture. They maintains their culture whatever the situation is.
- Majority of them states that culture is influencing them to follow traditional jobs.
- And also culture as an important factor is influencing their entrepreneurial qualities too.
- The role of parents in entrepreneurship development is clearly reflected in this study. The parent's motivation, advices all support the youth and others to follow and continue business.
- Doing business is a very risky job. With the changing demand and competition in the market to follow the family business is very risky.
- The most important factor which encourages the youth and others in business is the short term training given by entrepreneurs in the family itself. The experienced one in a family can give more advices and techniques to start business and also the advice from the ancestors help them to overcome business crisis.
- Women participation in business can be seen. But the research shows that most of the business firms are owned by husband and women help them with that. Women mostly do Sweet making, Mehandi designing, Dress designing and Dress stitching.

## **2. TO ANALYSE THE DIFFERENCE IN THE ATTITUDE TOWARDS ENTREPRENEURSHIP IN COMPARISON WITH AGE GROUPS.**

- The educational attainment in courses related to business is different in the age groups. Those who studied business related courses are high among youth. The aged people lack the education regarding business.
- In the age category 40-60, majority are of the opinion that they do not prefer their children to do other jobs. But the youth prefer their children to do other jobs and they state other reasons too. If their children will get other jobs they will allow them.
- Gujaratis are undertaking businesses which are inherited onto them and also many of them started business by their own. The youth in the data have businesses which have been started by their own.
- Maintenance of family business is different. The aged one are those who wants their children have to maintain their family business and the younger generation wants their children to do other good jobs.

- The youth participation in business is strong with equal to the aged ones. Youth are engaged in pursuing ideas to their business.
- The attitude towards business as a successful carrier is also different. The aged ones are of the view that business can be taken as a successful career option and youth have a negative opinion that business cannot be taken as a successful career.
- The peer group influence in business among themselves is very high and it is evidenced in this research. The peers among themselves give motivation and share ideas regarding business.
- The aged and the middle aged are engaged in giving ideas to business and they help each other in queries related to do business.
- The qualities which are needed for an entrepreneur are confidence, creative thinking, risk taking, competitive, self-starter, passion, work ethics, marketing skills and innovation. The aged and youth clearly state their opinion with this  
in the research. Majority in the age category of 20-39 are of the view that these qualities are needed for an entrepreneur. And the aged categories are of the view that these qualities are not needed.
- The youth categories are of the opinion that they face problems like market demand, competition and also financial risk in business. The aged respondents also stated about these problems. But the youth are the most who are facing the problem of market demand.

## **CHAPTER VIII**

### **CONCLUSION, LIMITATIONS AND SUGGESTIONS**

#### **CONCLUSION**

The researcher studied on the topic A SOCIOLOGICAL STUDY ON THE ENTREPRENEURSHIP AMONG GUJARATIS IN KOCHI, many other similar researchers help the researcher to complete the study on proper manner.

Today doing business is very risky. But most of the youth are doing variety of businesses in the market. New innovations are made by them to compete in the market with changing demands and competition. New products are entering into the market and through advertisements and affordable prices people are attracted to them. The world is now going through the process of globalization. Thus doing traditional or family business is very risk and it is confusing that whether it gives the expectable profit. Small enterprises are now non-profitable. But Gujaratis in Kochi settlement are engaged on business like these.

Most of the aged ones are following family business and also the youth are starting new ventures too. The research proved that they face the problem of market demand and competition in this field. By that opinion it is clear that they are not getting profit from their business. Most of them have textile shops, but it also not giving them much profit.

But still they are following business.

### **LIMITATIONS**

The researcher experienced some difficulties; some are stated below:

The first problem which is faced by the researcher is that this work is expected to be done using a qualitative method with an interview schedule. But the current situation of corona prevented the researcher to collect the data using questionnaire. Thus the depth of the data collection was absent. And also it is found that there is a lack of rapport building with the respondents. Another limitation was the researcher waited for a long time for the response of the samples.

### **SUGGESTIONS**

- The migrants must be granted with government schemes for their development
- Funds must be provided by the authority to start business
- They also must be recruited to other jobs
- The involvement of women participation in business or other jobs must get improved
- They must get new places for business which they can get more customers

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### APPENDIX

**1. Name**

**2. Age**

**3. Sex**

**4. Family type**

**5. Educational Qualification**

**6. Educational qualification of your parents**

**7. Which religion are you following?**

**8. Why you migrated from Gujarat?**

**9. How long have you been living here?**

**10. Why did you select Kochi for your settlement?**

**11. Are you residing with your family?**

Yes

No

**12. Does education have any role to be an entrepreneur?**

Yes

No

**13. Have you studied any business related courses?**

Yes

No

**14. What is your business?**

**15. Do your parents own a business firm?**

Yes

No

**16. Did you start business by your own or was inherited to you?**

Your own

Inherited

**17. What is the source of your capital?**

Own fund

Partnership

**18. What is the nature of your business firm?**

**Partnership firm**

**Own business**

**19. What is your specialization in business?**

**Manufacturing**

**Sales**

**Both**

**20. Is there any demand for your products from outside communities?**

**Yes**

**No**

**21. Do you apply traditional business practices and ideas in running a business firm? Yes**

**No**

**22. Why did choose business as your career? To carry out family business**

**Businesses help to earn more than others**

**Passion towards business**

**Other reasons**

**23. Do you think certain qualities like confidence, passion, creative thinking, work ethics, risk taking are needed for an entrepreneur?**

**Yes**

**No**

**24. Do you have any other sources of income? If yes specify them.**

**Yes**

**No**

**25. Business is an inherent trait among Gujaratis. Do you agree or disagree?**

**Strongly agree**

**Agree**

**Neutral**

**Disagree**

**Strongly disagree**

**26. Religion is an influencing factor on entrepreneurship. Do you agree with this statement?**

**Strongly agree**

**Agree**

**Neutral**

**Disagree**

**Strongly disagree**

**27. Do you think Gujaratis are following and maintaining their cultural practices in this contemporary changing world. Do you agree with this statement?**

Yes

No

**28. Did culture influence your entrepreneurial quality? Do you agree or disagree?**

Yes

No

**29. Do you believe that family is an influencing factor on entrepreneurship?**

Yes

No

**30. Whom in your family do you prefer to hand over the business affairs and property in future?**

Elder daughter

Younger daughter

Elder son

Younger son

**31. Do you have children?**

Yes

No

**32. Do you prefer your children to follow the same family business?**

Yes

No

Others

**33. If your children select any other jobs will you encourage it?**

Yes

No

Others

**34. In your community youths are actively encouraged to pursue their own ideas regarding entrepreneurship. Do you agree with this statement?**

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

**35. Do you help youth with knowledge required to start a business?**

Always

Usually

Sometimes

Rarely

Never

**36. Business can be considered as a successful career option for youth in today's world. Do you agree with this statement?**

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

**37. The peer group motivate or influence the attitude among youths towards entrepreneurship. Do you agree with this statement?**

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

**38. The experience of parents or others influence the present generation regarding business. What is your opinion?**

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

**39. What measures could improve the acceptance and appreciation of entrepreneurship?**

Entrepreneurial education in schools

Short term training given by entrepreneurs in family itself

Others

**40. What can be the demotivating factors among youths or people in your community to engage in business?**

Financial risks

Lack of skills

**Market demand**

**Others**

**41. Do you think culture insist you to follow your traditional jobs. Do you agree or disagree?**

**Yes**

**No**

**Others**

**42. Risk taking is an important quality of a successful entrepreneur. Do you agree with this statement?**

**Strongly agree**

**Agree**

**Neutral**

**Disagree**

**Strongly disagree**

**43. Which of the following factors help you to overcome business crisis?**

**Advice from ancestors**

**Own experience**

**New business strategies**

**Other factors**

**44. Women participation in entrepreneurship is increasing now a days. Is it present in your community?**

**Yes**

**No**

**Others**