

## A STUDY ON ENTREPRENEURIAL CULTURE IN KAYALPATNAM

\*S.A.Rahmath Ameena Begum, Part- time internal Scholar, Reg.No: 17224011062088,  
Department of management studies, Manonmaniam Sundaranar University, Tirunelveli.

\*\*Dr.G.Magesh Kuttalam, Asst.Professor, Department of management studies,  
Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu, India.

### Abstract

The rapid growth in entrepreneurial development in Kayalpatnam, together with the strength of culture adopted by entrepreneurs, provides us with a somewhat unique context to investigate: How does culture shape the sourcing of entrepreneurial opportunities? Why some people at Kayalpatnam are more entrepreneurial than others? What motivates these people towards business entry and self-employment? The study area of author is already an entrepreneurial culture, so the problem is why it is so? Why the people residing at Kayalpatnam don't are not preferring salaried job? In this paper we use a more direct and more complete indicator for entrepreneurial culture.

### INTRODUCTION AND DESIGN OF THE STUDY

The rapid growth in entrepreneurial development in Kayalpatnam, together with the strength of culture adopted by entrepreneurs, provides us with a somewhat unique context to investigate: How does culture shape the sourcing of entrepreneurial opportunities? Why some people at Kayalpatnam are more entrepreneurial than others? What motivates these people towards business entry and self-employment? Profit may be one motive, as emphasized by several economists. Is there any other motive which influences people to become entrepreneur. Whether any specific factor is there for Kayalpatnam people to become entrepreneur? Do profit, Culture, Religion, heredity paves the vital role for entrepreneurs in general? These types of question made the author to examine. Few studies specify various influencing factors to become entrepreneurs especial culture in this context. There is the association between cultural characteristics of entrepreneurs, and aspects of corporate entrepreneurship July 2002 James C Hayton, Gerard George and Shaker A. Zahra. Gerard George and Shaker A. Zahra in their study "culture and its consequences for entrepreneurship" Dr.Mehdi Abzari & Ali Safari found in their study on the topic "the role of culture on entrepreneurship development with reference to Iranian culture", that the cultural attributes of Iran and how those affect their entrepreneurial behaviour. Therefore from the articles reviewed, Culture may also an influencing factor to become entrepreneur.. The study area of author is already an entrepreneurial culture, so the problem is why it is so? Why the people residing at Kayalpatnam don't are not preferring salaried job? In this paper we use a more direct and more complete indicator for entrepreneurial culture.

### SIGNIFICANCE OF THE STUDY

There are very varying definitions of *culture*. Culture, in its broader definition, "refers to that part of the total repertoire of human action which is socially, as opposed to genetically, transmitted. A cultural area is the territory within which a certain configuration of culture traits is to be found. Culture consists of both material and non-material culture. Material culture involves man made things. Non-material culture refers to intangible beliefs, philosophies, values, habits,

customs among the members of the society. Entrepreneurial culture thus implies vision, values, norms and traits that are conducive for the development of the economy. So the investigator has made an attempt to assess the entrepreneurial culture at the study area.

### STATEMENT OF THE PROBLEM

- Does culture shape the sourcing of entrepreneurial opportunities?
- Some people at Kayalpatnam are more entrepreneurial than others, is that true?
- What motivates these people towards business entry and self-employment?

### OBJECTIVES OF THE STUDY

1. To explore and understand various cultural factors that influence people to become entrepreneur
2. To find out the impact of culture in choosing entrepreneur as the inherited career by the study group
3. To find out what extent culture contribute towards configuring entrepreneurial intentions of Kayalpatnam

### RESEARCH DESIGN OF THE STUDY

The study mainly aims at to explore entrepreneurial cultural that influence people at Kayalpatnam to be an entrepreneur. It also describes socio-economic culture of Kayalpatnam. Thus the research design applied for this study is descriptive in nature. Questionnaire was used to collect primary data. According to the objectives of the study questionnaire was designed. Questionnaire was framed based on six main headings (*History of the concern, History of choosing entrepreneurial profession, Attitude towards business risk and its formation, Role of religion, philosophy / preaching towards business venture, Society's support in business venturing (other than family)*) to know about the entrepreneurs thoroughly. The variables identified from review of literature were taken into account while drafting structured questionnaire. Sampling technique adapted for this study is convenience sampling. The researcher has chosen Kayalpatnam as a study area where the respondents mainly prefer entrepreneurship as their career. The sample size is 30 as the study area is homogeneous and the researcher has taken personal interview preferably case study for each sample. The research work was carried out with the analytical tools. Henry Garret Ranking method was applied to identify the most risky business at the study area and to find out which is the most dominating factor at the study area

### Limitations of the Study

The limitation faced by the researcher during the research process includes the researcher has taken only 30 respondents keeping in mind that the study area is homogeneous in nature. As the researcher took direct interview, the questions was explained in regional language to respondents

### REVIEW OF LITERATURE

James C Hayton, Gerard George and Shaker A. Zahra in their study of “**National culture and entrepreneurship: A review of behavioural research**” concedes that there is the association between cultural characteristics of entrepreneurs, and aspects of corporate

entrepreneurship.. Institutional knowledge at Singapore Management University- Research collection Lee Kong Chain school of Business – July 2002

Gerard George and Shaker A. Zahra in their study “**culture and its consequences for entrepreneurship**” highlighted that there is a great attention to theory building in future studies on the link between culture and entrepreneurship. Institutional knowledge at Singapore Management University- Research collection Lee Kong Chain school of Business – July 2002

Tezcan Kasmer Sahin and Tuncer Asunakutlu examined that the entrepreneurial intention, perceived national culture and relationship between entrepreneurial intention and national culture. They strongly agreed that strong perceived behavior control and attitude towards the behavior encourage individuals to create their own business. It was found that changes in upbringing-culturing process lead to differences in perceptions and preferences of individuals in their article “**Entrepreneurship in a cultural context: A**

Joel Gehman & Jean Francois Soubliere in their article “**Cultural Entrepreneurship: from making culture to cultural making**” examined that cultural entrepreneurship has emerged as a vibrant and fertile scholarly domain. On their account, this work has shifted from a focus on making culture to deploy culture. Innovation: Management, policy & practice – Jan 2017

“**Is there an entrepreneurial culture? A review of empirical research**” by James C. Hayton and Gabriella Cacciotti suggested that entrepreneurs starts their venture by social feb 2017

Gerard George and Shaker A. Zahra in their study “**culture and its consequences for entrepreneurship**” highlighted that there is a great attention to theory building in future studies on the link between culture and entrepreneurship. They have suggested that alternative measures of cultures and entrepreneurship should be Institutional knowledge at Singapore Management University- Research collection Lee Kong Chain school of Business – July 2002.

### **Research Gap identification**

From the detailed review of literature, the following gaps have been identified in the existing literature:

- It is found that few earlier studies have been carried out in the western countries on related topic
- Very few of the research studies have been carried out in Life science in the study area as it's a coastal area

With this information of the above findings, the researcher have taken effort to fill gaps identified in the existing literature by conducting a study on entrepreneurial culture in Kayalpatnam

### **KAYALPATNAM– UNIQUE CULTURE**

As per the Census 2011, the total Hindu population in Kayalpattinam is 10,689 which are 26.34% of the total population. Also the total Muslim population in Kayalpattinam is 27,293 which is 67.24% of the total population. Below is religion-wise population of Kayalpattinam as

per Census 2011. There are no theatres in Kayalpatnam, and there are no alcohol shops, and no police station as well! Isn't that fascinating? All things considered, there is significantly more to know. Ladies stay with their folks even after marriage, as men remain at in-law's home. This is collectively trailed by all families in the town. Generally individuals lean toward marriage connections inside their family, or possibly inside the town. This convention is known to give a feeling of opportunity to ladies, for the most part during the time of pregnancy, labor and family upbringing. Share is disallowed and the husband to be needs to offer "mahr" to the bride during marriage, if they fails, falling flat which the marriage ends up invalid. "Mahr" can be as gold, cash or some other blessing. Ladies have separate pathways for them in the middle of two roads. Men can't utilize these "women only" way. All guidelines support ladies and this town has a least number of protests enlisted on eve prodding, inappropriate behaviour, female child murder and so forth. Restriction on alcohol shops bans the odds of homicide and different wrongdoings. Henceforth, there is no requirement for a town police station! The houses have extraordinary examples as well, with a different passageway for guys and females. These are a couple of special fascinating realities about the town. Banks, shops, likewise have a different way for **guys and female**.

## FINDINGS AND DISCUSSIONS

### I. Socio-Economic Profile of the Respondents

It is observed from the frequency analysis that considering the gender, 11 (36.6%) are male and 19(63.3%) are female entrepreneurs. In relation to age group 20-30 yrs (36.6%) 11 entrepreneurs comes under this age limit, 23.3% 7 entrepreneurs comes under the range 31-40 yrs. Majority of entrepreneurs are married 24(80%), 6 are unmarried 6(20%). Under the range 41-50 yrs (16.6%) 5, 7(23.3%) entrepreneurs comes under the category 50yrs and above. When considering the educational qualification it is clear that majority of the entrepreneurs are having only their school education 13(43.3%), 9(13%) of entrepreneurs are degree holders, 5(16.6) are having PG qualification, and 3(10%) are coming under the category of professional degrees like MCA, B.Tech etc.. While considering the type of entrepreneurs majority 18(60%) comes under the category of cooking and baking which plays a vital role in the study area, followed by online business 7 (23%) which is growing very fast followed by service sector 3(10%) like restaurant, mini hotel, trainer etc.. Unique type entrepreneurs come under the category other which includes Beauticians, photographers.

### II Findings related to History of the concern

- Majority 13(43.3%) of the entrepreneurs have started their career because of the passion very few by formal education and previous experience by 4(13.3%) respectively.
- 18(60%) of entrepreneurs coming under manufacturing sector preferably baking and cooking sector followed by online trade by 7(23.3%), 3(10%) service sector which includes travels, training, restaurant, mini hotels and 2(6%) of entrepreneurs coming under others which includes beautician, photography.
- Most of the entrepreneurs chose entrepreneurship as their career because of the inner passion they have, entrepreneurs like trainer got formal education especially internship paved a way to start the career, few students from B.Com BBA, B.Sc(Physics). Few became entrepreneurs like tailors, cake bakers through proper training. The entrepreneurs like manufacturing cookies, traditional sweets made their career due to jobless husband

and for the survival. Few entrepreneurs are motivated by their family members, friends, parents to start their entrepreneurship as their career.

- Entrepreneurs at the study area don't depend on banks or financial institution for their business. 8(26.6%) of entrepreneurs generate finance from their family members, 13(43.3%) of them invest from their own savings, only 1(3.3%) depends on their friends.

### III Finding related to history for choosing entrepreneurial profession

- Entrepreneurs were asked why they are in business as open ended question. They replied that its their passion , interest, culture, tradition earnings as most of their preference. Very few answered that it's their life survival.
- Most of the entrepreneurs choose entrepreneur as their career as its their passion and interest, few women entrepreneurs were motivated from their husband, and other family members, few said that it creates self confidence,. Few of them choose this as their carrier to support their family and economic sustainability, few choose this as it's a flexi time career and no need to waste their time unnecessarily in chit chat. One of the specific entrepreneur said he is inspired by Dr.Abdul kalam as to teach tomorrows young generation to face competitive world. Few entrepreneurs needs to settle in their native as its self satisfactory to them
- Percentage analysis has been used to depict the clear picture of motivational factors. Most of the entrepreneurs 11(36.6%) choose entrepreneurship as their career by their family encouragement, followed by 7(23.3%) entrepreneurs were motivated by social status in the study area, 5(16.6) entrepreneurs were motivated by their friends, 2 (6.6) were motivated by relatives and others

### IV Finding related to Role of religion, philosophy/ preaching towards business venture

- Majority 30(100%) of entrepreneurs follow the religious aspects in their business venture so they gave the answer "always". They afraid and believe the day of judgement. So no entrepreneurs replied this question in other options like "often, sometime, seldom, or never". The above inference is make us to know clearly that the religion plays a vital role in entrepreneurs business venture
- Based on the interview, question have been asked to entrepreneurs regarding (zakat) money given as charity to the needy as it's a Muslim law to give, 21(70%) replied that they give from their own business and 9(30%) replied that they don't give from this business as the profit is uncertain so they give from other earnings from family. Further the question is raised to the entrepreneurs who said "YES" to the above said question, the reply was they give according to the profit earned from their business and few dint disclose as it is not good to showcase their ability of giving
- Entrepreneurs follow the Islamic law as it is a sin to get and give interest. So this have been implemented by the Kayalpatnam entrepreneurs strictly so they least depend on banks, and they manage their financial need by depending on family and friends

### V Findings related to society's support in business venturing

- There is no gender bias in Kayalpatnam society as no entrepreneurs opted "Agree" and "Disagree" for the above asked question instead 30(100%) entrepreneurs replied "Disagree" for the question which prove that there is no gender bias
- The society is giving ample opportunity to entrepreneurs to do business as 20(66.6%) of entrepreneurs "Strongly agree" this statement, 8(26.6%) replied "Agree" as they agree with this

statement and 2(6.6%) were replied as “Neutral” and no entrepreneurs said “disagree” “strongly disagree” for the above statement.

- Garrett scores and average scores are ranked according to their values. The first rank is given to “Religion”, second rank is given to “Culture”, third rank is given to “Women”, fourth rank is given to “Men” and fifth rank is given to “Entrepreneur”. This shows their business depends on religion and culture.
- Entrepreneurs were asked to answer whether Kayalpatnam society supports in business venturing as an open ended question, entrepreneurs reply was in a positive way as the society is filled with their family, relatives, friends as their customers so they have a positive impact

## CONCLUSION

Meaningful progress of a region is important to understand the fundamental of a culture prevails at a study area. This study was aimed to understand the entrepreneurial culture prevails at Kayalpatnam. Many research studies have showed a positive approach on entrepreneurs. It is also found entrepreneurial activity are directly affected by entrepreneurial intension. The present study attempt to find the influence of culture and religion on entrepreneurial intension to become entrepreneurs. The findings also corroborated by the results that entrepreneurs are highly supported and motivates by culture, religion and family.

## SUGGESTIONS

The suggestions are made in accordance with the research findings and research objectives.

- Findings reveal that religion and culture plays a vital role, society gives ample opportunity in entrepreneurs business, but still only few entrepreneurs are enlarging their business. Entrepreneurs at Kayalpatnam can think of enlarging their business so that they can serve to all
- Entrepreneurs are unaware of Government schemes as they don't depend on banks or financial institution. It is not compulsory to avail loan or any financial aid but they can avail the benefits provided by Government schemes for entrepreneurs as women at this society is highly passionate to do business
- Entrepreneurs buy and sell products majority to their own native town, they can move forward to sell out side Kayalpatnam to earn not only profit but goodwill too.
- They can even import as they have unique quality in their product only when they know proper knowledge about export and import
- Government can also extend their hands to these unnoticed natives who are good in manufacturing and trading to enlarge their business to out side Kayalpatnam



