



RESEARCH ARTICLE

ENTREPRENEURIAL INTENTION: A REVIEW OF THE ELEMENTS THAT PUSH AND PULL THE COMMERCE MAJORS INTO ENTREPRENEURIAL LEAP

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Abstract

Purpose: With an emphasis on its antecedents and determinants to develop intention of start-up, this research paper gives a synopsis of the constantly expanding literature on motivator and impediment elements.

Methodology: Due to desire of Independence; need for Achievement & Recognition; and foundational understanding of business, students with a background of commerce are drawn to entrepreneurship. Research participants in this study are 324 of both genders; all of them came from college/ universities in the state of Uttar Pradesh. In this study, a structured questionnaire is used. Following the screening of the data, the data were analyzed using SPSS to determine the validity, reliability, and modal test like Chi Square Test of Independence and Mann-Whitney U-Test (alternative to independent samples T-test) of all the components, which were then used to investigate the outcomes. These tests are used due to safer side of problem of normality of data.

Findings: This research paper delves into the push and pull factors, and the subsequent intention to establish a start-up, examining the part played by factors influencing opportunity recognition. Author speculates on potential future directions for studying opportunity recognition. It became obvious that people are motivated by a wide variety of variables which are taking birth due to effect of push and pull factors; it might be individual or both. These cravings are mostly influenced by education, age and gender, among other factors. Finally, current research's findings provide substantial evidence of a preference among male students for pull variables and a preference among female students for push variables.

Research limitations/ implications: The current study only used a fraction of students with some familiarity with the commerce stream. A greater sample size of students from a variety of socio-economic backgrounds and locations, as well as more inspiring and ambient components, will allow researchers to perform relevant study.

Practical implications: The findings of this study offer concrete advice for educators looking to better equip their students for successful forays into the startup world.

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1. Introduction:-

According to the Push and Pull Factor theory of entrepreneurship, there are primarily two types of motivation for starting a business, which provides the answer to the question: why would someone take the emotional and financial hit of starting their own business? There are a wide variety of starting points for why people choose to go into business for themselves. Positive variables that 'pull' people into business and negative factors that 'push' people into entrepreneurship are typically distinguished (Shapero and Sokol 1982; Gilad and Levine 1986). 'Pull' motivations include things like the will to succeed, the need for autonomy, and the prospect of personal growth and connection with others. Possible sources of "push" motivation include joblessness, familial pressure, and overall discontent with one's life. According to the hypothesis, some people are compelled to become entrepreneurs because of their situations, while others are lured to become entrepreneurs due to their knowledge, abilities, or a presenting opportunity.

“The current research is driven by the issue that, it is unclear whether entrepreneurs with Commerce major are drawn to or forced into entrepreneurship or whether some other combination of qualities is more relevant. Specifically, this study is inspired by the fact that it is ambiguous whether entrepreneurs with Commerce major are drawn to or forced into entrepreneurship.”

a) Variables of the study

The selection of publications to include in this literature review began with the establishment of criteria for their exclusion. In order to collect enough information to spot trends among Commerce majors' goals, it was decided to go through with publications published on the subject between 1980 and 2017. After analysing these publications, we were able to pick certain factors have been chosen for the intent of this research. Following are the factors that were considered:

1- Push aspects. 2- Pull aspects. 3- Mixed aspects of Push & Pull factors.

b) Research Question of study

RQ1. Is there a significant association of Commerce major's with Push and Pull aspect variable?

RQ2. Is there a significant association between Commerce majors and intentions generated variable?

RQ3. Is there a difference in generating the intention of Commerce major's based on their gender classification?

c) Objectives of study:-

1. To explore the influence of the 'Push aspect variable' on university students' intentions having commerce background regarding start-up.
2. To find out what impact the variable "Pull aspect" has on Commerce major's intentions for starting a business.
3. To assess how pervasive a 'Skill of Opportunity Recognition' ethos permeates the student community on gender basis.

d) Significance of the study

The relevance of research endeavours that reveal the influence of motivator and impediment variables on the intention of entrepreneurial conduct by commerce major's. Entrepreneurship that is undertaken "to take advantage of a business opportunity" is an example of opportunity entrepreneurship, while entrepreneurship that is undertaken because there are "no better choices for work" is an example of necessity entrepreneurship (Reynolds et al., 2005, p. 217). We also evaluate whether or if our study's characteristics have a more or less pronounced effect on opportunity versus necessity business ownership. This study examines the factors that either discourage or encourage people to go into business for themselves, whether out of choice or necessity.

2. Literature Review:-

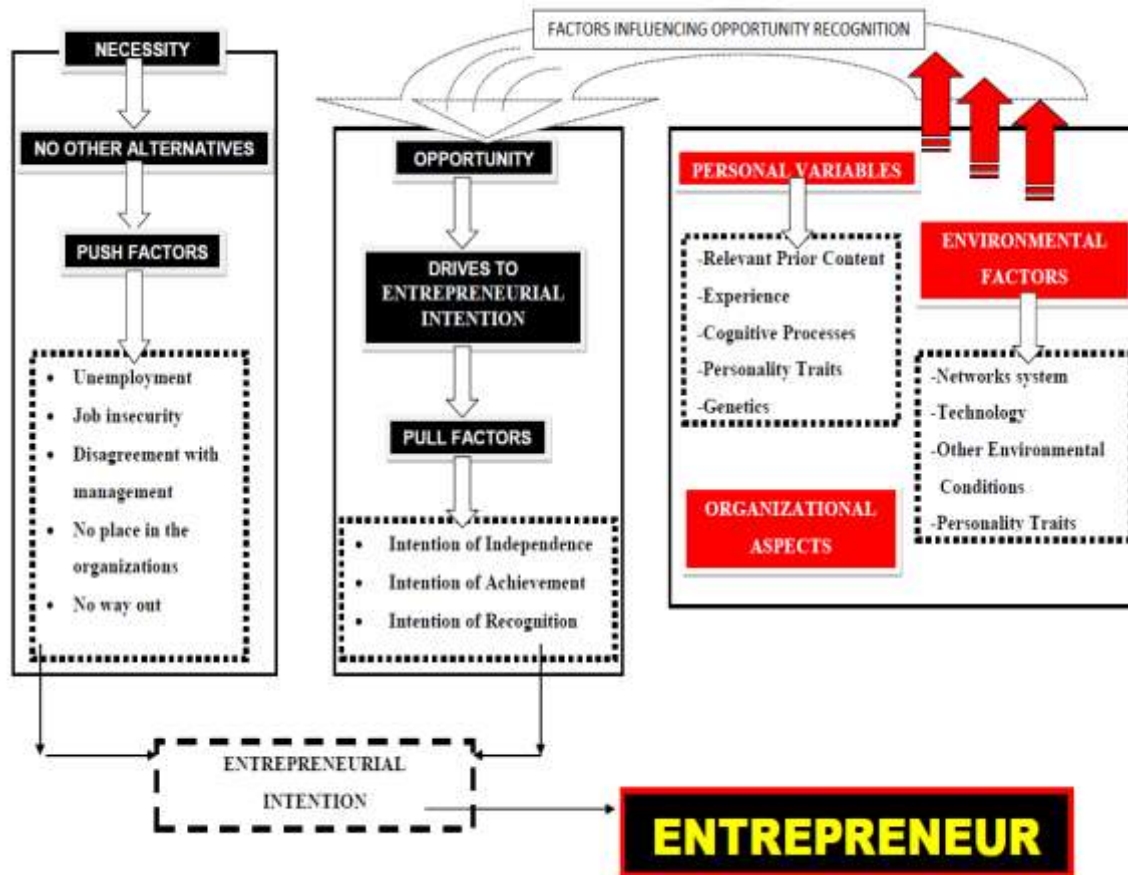
There is a wide variety of pull motivations and the evidence for four motivational factors is found by Shane et al. (1991). These are: recognition, independence, learning, and roles and they are driven by the desire to carry on a family tradition, gain more power in one's community, or emulate one's role model. Innovation, autonomy, recognition, roles, financial success, and personal fulfillment are the six types of motivation identified by Carter et al. (2003). Entrepreneurs have varying propensities to innovate in terms of both process and product (Agarwal and Shah, 2014), and such innovation is crucial to economic growth and the maturation of industries. Indeed, a variety of internal factors (Pellegrino et al., 2012) influence how innovative a company is. Lastly, studies by Birley and Westhead (1994) and Scheinberg and MacMillan (1988) classify pull motivations, providing evidence for a wide

range of pull motivations such as the desire for social approval, autonomy, personal growth, the pursuit of greater well-being and material success, and imitation of successful role models.

Theoretical Underpinning

The theoretical framework of this paper was the push and pull factor theory of entrepreneurship. Some people, the idea posits, become entrepreneurs because they have no choice, while others are drawn to the field because of their natural talents or a unique opportunity.

FIGURE 1:
Overview of various Variables



Push and Pull Elements/ Variables of Entrepreneurial Intention:

I- Push elements of Entrepreneurial Intention

The factors that push people over the edge and into business ownership are discussed here. These include things like not feeling safe in one's job, a lack of advancement opportunities, and conflict with superiors, and feeling like an outsider in the company. Both Shane et al. and Kirkwood attribute a great deal of agency to factors like job discontent and other unfavourable work-related circumstances. Alvarez and Barney (2007) pick up the Schumpeter-Kirzner debate on the topic of whether opportunities are produced or have to be discovered, and they come to the conclusion that both conceptualizations are justified and that the validity relies on the market setting. Opportunity recognition, organisation formation, and exchange are the three pillars of the entrepreneurial process model developed by Bhawe (1994).

a) Unemployment:

The researchers based their analysis of developing business opportunities on Dubin's theory. The study found that the entrepreneur's personality, social networks, and background knowledge all play a role in fostering a heightened sensitivity to business prospects. Obviously, the focus of the unemployed is not on business potential, but rather on

finding a way to make ends meet. Furthermore, small scale start-up is highly active in rural areas with high unemployment rates.

b) Job insecurity:

Contract workers rarely know if their contracts will be extended, adding an element of anxiety to their employment. However, it's also true that workers eventually get bored or frustrated with their jobs. According to Co et al., job insecurity, dissatisfaction with one's current position, and redundancy are all acceptable justifications for venturing out on one's own. Retrenchment, unemployment, and seasonal labour, as well as past experience in the mining industry, are all possible causes. However, there is no evidence to suggest that employees at small startups experienced job instability or were at risk of being laid off, and this is mostly due to the fact that hiring and firing decisions are made on a case-by-case basis.

c) Disagreement with management:

First, there are the pushed entrepreneurs, or those who are coerced into starting a firm despite their lack of natural aptitude. Pull entrepreneurs, on the other hand, were enticed into business ownership by a chance encounter. Given the foregoing, starting a small business is typically done informally, with minimal involvement from professionals. Task management, as he sees it, is the process of breaking up a company into its component parts. There is currently a significant gap in the literature regarding tiny start-up founders and their perspectives on entrepreneurship.

d) Does not seem to have a "place" in the organizations:

The creation and international use of a standardized instrument to gauge the will to enter into business for oneself is studied. The research distinguished between entrepreneurial and non-entrepreneurial intent using Ajzen's theory of planned behaviour. In total, 519 people from Taiwan and Spain were studied. The findings indicated that cultural norms influence how people evaluate business ventures. However, in many regions, business ownership is considered a cultural norm, and every company has its own traditions and customs when it comes to running the company.

e) There is simply no way out:

A large number of indigenous people in rural communities are employed by start-ups around the world, making them an important player in the fight against rural poverty and unemployment. More than a million people around the world were employed or involved in start-up operations in 2002, according to estimates. Thus, one interpretation of the motivation behind a start-up's founders is that they feel forced into entrepreneurship. Entrepreneurial aspirations are pushed or driven by the need to fill financial gaps, according to the available literature.

II- Pull elements of Entrepreneurial Intention

At this point I'll go through some of the factors that draw potential entrepreneurs in. According to Nieman and Nieuwenhuizen's research, while some people are compelled to become entrepreneurs due to external factors, others are drawn to the field due to personal interests, talents, or opportunities. The pull theory of entrepreneurship identifies a number of motivating factors, including but not limited to, freedom, self-actualization, initiative, and financial gain.

a) Intention of Independence:

A study by Co et al. asserts that people who establish their business are enticed into starting their businesses by the opportunities that are associated with independence. Shane et al. argue a similar case, citing the fact that independence was ranked first as a pull factor into entrepreneurship across three different countries. Work satisfaction among entrepreneurs is generally higher than among employees (*Benz and Frey, 2008a*), which has been linked to the independence entrepreneurs have (*Benz and Frey, 2008b*). This suggests that people are more drawn than forced into the world of business ownership. This is not to say that other considerations, such as family obligations, cannot influence a person's choice of career. The desire to supplement one's income, for instance, is a common theme in a major study of the causes of entrepreneurship (*Stephan et al., 2015*).

b) Intention of Achievement:

Many aspiring entrepreneurs are driven by the need for achievement. Managing one's own business is certainly one way of gaining recognition in society. However, this is not the case for start-up. Their main interest is in putting food on the table for their families rather than gaining the prestige that establishing an entrepreneurial start-up could

offer. A study assumes that the need for achievement is one of our basic needs and that women in particular are pulled into entrepreneurship by this need. Another pull factor towards entrepreneurship is a society which values personal achievements.

c) Intention of Recognition:

The prestige that comes with being a start-up owner is what is meant by the term "recognition." Researcher contends that the motivational push and pull of entrepreneurship is the same thing. In addition, the driven theory and the incentive theory provide helpful descriptions of motivation. In contrast to the incentive theory, which defines people as motivated by the desire for recognition or achievement, the driven theory claims that people are driven by internal impulses such as fear or hunger. The motivations of aspiring start-up owners were investigated in a recent study. It conducted a longitudinal study of the cognitive factors that influence start up behaviour and successful venture creation.

d) Skill of Opportunity Recognition

d-i) Opportunity Recognition: Personal Variables

d-i) a: Relevant Prior Content:

According to research by Chandra, Styles, and Wilkinson (2009), entrepreneurs with greater experience actively seek out new business prospects throughout the globe, whilst those with less knowledge of internationalization are more likely to stumble upon them by accident. Opportunity recognition in the service industry is thought to depend on three factors: prior knowledge, active search, and vigilance. Knowledge management, according to Fischer (2011), is crucial because it encourages people to be more perceptive and proactive in their quest for solutions.

d-i) b: Experience:

Ucbasaran, Westhead, and Wright (2008; 2009) underline the significance of one's own life experiences in seeing opportunities. Researchers indicate that firm ownership experience and entrepreneurial, technical, and managerial qualities are examples of entrepreneurship-specific human capital that explain why some people recognise and pursue possibilities while others do not. Bhagavatula et al. (2010) claim that an entrepreneur's experience effects human capital positively in terms of resource acquisition but negatively in terms of opportunity detection.

d-i) c: Cognitive Processes:

Opportunities are often discussed in relation to the role of cognitive processes in doing so. Cognitive frameworks are used to spot openings, as stated by Baron (2006). Baron, elaborates on the value of forethought, research, and vigilance in the market. He says one's heightened awareness can make up for a lack of willingness to actively seek out chances. This supports the authors' claim that being able to recognise patterns is critical while looking for opportunities. Cognitive processes of structural alignment, according to Grégoire, Barr, and Shepherd (2010), are critical to the discovery of a new business opportunity.

d-i) d: Personality Traits:

According to research highlighted by Ardichvili, Cardozo, and Ray (2003), an individual's propensity to be on the lookout for new business prospects is influenced by their personality. People with high levels of creativity, self-confidence, and optimism tend to be at the forefront of new chances. According to Krueger and Dickson (1994), Self-efficacy is critical for seeing opportunities. In addition, several references to creativity may be found in works discussing the identification of opportunities.

d-i) e: Genetics:

Nicolaou et al. (2009) investigated the impact of genetics on chance perception. Despite the study's finding of moderate heritability for opportunity recognition, the authors insist that both environmental and biological factors must be taken into account in future studies of the topic. The authors conclude that treatments like incentives and specialised trainings meant to improve opportunity recognition are not worth the effort. However, the gender of an entrepreneur makes no difference in the originality of a venture.

d-ii) Environmental Factors in Opportunity Recognition

d-ii) a: Networks system:

As Song et al. (2017) explain, entrepreneurs frequently tap their personal and professional networks for information and contacts. The results indicate that using one's social network aids in the detection of opportunities. Song et al.'s (2017) research results agree with those of Kontinen and Ojala's (2011) study. They suggest that knowing people in

your network is crucial for seeing opportunities. The authors demonstrate the importance of external social and business networks for internationalization, demonstrating the importance of prior knowledge as well.

d-ii) b: Technology:

According to Park's (2005) analysis, finding promising new technologies calls for a unique blend of entrepreneurial, knowledge of management, and technological chops. Utilising stakeholder feedback to further develop the product is vital for opportunity growth in a rapidly evolving technical business with high uncertainty (Ojala, 2016). According to Siegel and Renko (2012), business owners in the technology sector benefit from having an understanding of both the market and the underlying technology.

d-ii) c: Other Environmental Conditions:

The impact of changing demographics on the ability to spot and seize opportunities is explored by Kohlbacher, Herstatt, and Levsen (2015). It's crucial for aspiring business owners to have faith in their own ideas so they can find lucrative chances that strengthen their company's competitive standing. There are two basic indications of opportunity recognition beliefs.

1. Confidence in an opportunity can be gauged by looking at how well the opportunity's supply chain fits the needs of the target market.
2. An entrepreneur is more likely to think an idea will be profitable if he or she has a favourable impression of the opportunity's general practicality.

d-iii) Organizational Aspects in Opportunity Recognition:

Shepherd and DeTienne (2005) find that the prospect of financial gain increases the likelihood of seeing opportunities. According to Jarvis (2016), if a person believes they have entrepreneurial potential, they are more likely to pursue that potential. However, understanding what factors contribute to a risk's development is essential. Opportunity recognition in institutional entrepreneurship is the subject of Philips and Tracey (2007). They state that the ability to recognise opportunities is dependent on factors such as prior knowledge, social networks, and creative thinking.

Research Gap:

Contradictory results have been found in studies examining the relationship between personal traits and the purpose to start a business. This is due, in part, to the diverse ways in which opportunity and necessity entrepreneurship are defined and to the diversity of the samples employed. The availability of entrepreneurialism has been studied from many angles by various scholars (Hamilton and Harper, 1994). There is an intention that must be conceived within the entrepreneur before the business can be launched, and this objective may be conceived for a variety of situations. This study provides a framework within which to investigate the influence of push and pull factors on intention by maintaining a gender aspect also. Affects formatively, work in this field has not yet been finished and there is still much room for research in this area.

3. Philosophical Foundations: Proposed Hypotheses for Study

It is true that Ajzen's (1991) theory of planned behaviour differentiates between a person's attitude towards the intended behaviour (in this case, self-employment) and their (perceived) behavioural control (that is, whether they believe they have it in them to become self-employed). Pull and push "hypotheses" of entrepreneurship motivation are distinguished by Gilad and Levine (1986). An individual's background, upbringing, and level of economic, social, and human capital all play a role in shaping how they respond to and make the most of 'disruptive' events (Shapero and Sokol 1982). Some people might decide to launch a business as a direct response to a 'disruptive' incident, while others might choose a different path. So, after reviewing the extensive literature on entrepreneurship, we recommend the following hypotheses:-

- **H₁:** Students majoring in commerce have an intense association with the Push and Pull component variables.
H₀₁: Students majoring in commerce have an intense association with the Push and Pull component variables.
- **H₂:** The goals and aspirations of those who are major in commerce can vary greatly based on their gender classification.
H₀₂: The goals and aspirations of those who are not major in commerce can vary greatly based on their gender classification.
- **H₃:** Students whose intentions are more entrepreneurially focused are more likely to place a larger value on the need of achievement than other variables.

H₀₃ : Students whose intentions are not entrepreneurially focused are more likely to place a larger value on the need of achievement than other variables.

4. Research Methodology:-

a) Research Design

The purpose of this study is to analyze and determine the impact of push and pull variables on the intention to start-up among students having commerce background. Investigative strategies that are deductive and inductive in nature are the two most frequently used approaches to getting to the bottom of a research issue. The author has relied on quantitative data for this method, as opposed to the qualitative data that is generally used in an inductive approach. Hence, the Explanatory research design was used for this study.

b) Pilot survey

We did a pilot survey with 72 students before launching the full survey. Convenience sampling was used for the survey's last round of respondents because it has been successfully employed in numerous studies of entrepreneurship before (*Krueger et al., 2000; Fayolle & Gailly, 2015; Linan & Chen, 2009*).

c) Data source and collection

Primary sources are used in the collection of data. The primary information is gathered through the distribution of questionnaires online. Researcher chooses to develop the research survey instrument using EIQ (*Lián and Chen, 2009*) because it has received a lot of positive feedback and is utilised by a lot of different people. The scale used in the questionnaire was of the Likert variety, and it had five points, ranging from one to five (the lowest to the highest). In this current study, data instrument includes the following question to knowing the respondent's entrepreneurial proclivities which were affected by 'push and pull factors'. Questionnaire is based on 5 point Likert rating scale: (1) Never; (2) Seldom; (3) Sometimes; (4) Often; (5) Always, for finding the variables.

Push Factors

- As a student of commerce and management, what do you believe to be the most important considerations in deciding to launch a start-up?
 1. "That person should be employed notwithstanding his or her ability level."
 2. "Feeling insecure about your future in the job"
 3. "Persistent friction due to the attitude of the company management in various circumstances."
 4. "Appearing that the employee has no place to exist in the company in the future."
 5. "Having no way to make a living"

Pull Factors

For Intention of Independence- When you have finished your college education, what path do you intend to take professionally?

1. "My lifelong ambition has been to launch an independent enterprise."
2. "I hope to find a salaried position in the private sector in the near future."
3. "The public sector is where I hope to begin my career as a salaried worker."
4. "I'm planning to start a business with job as a future career."
5. "My long-term career objective is to firstly do job and then officially introduce my startup to the world."
6. "It struck on me that there will be niche in the market for the start-up so that I will."

For Intention of Achievement- How do you feel about the role you play in setting the tone and guiding the startup in the right direction?

1. "I have complete command over starting a company from scratch."
2. "There is a good chance that I could be successful if I decided to start-up."
3. "I have all the skills necessary to launch a start-up and keep it running successfully."
4. "I am familiar with the operational requirements for launching a start-up."
5. "I believe achieving one's goals is more essential than receiving a paycheck."
6. "I understand the concept of achieving a person's targets and accomplishing one's mission are considered indicators of success."

For Intention of Recognition- How do you as a student envision the success of your startup in the economy, and what resources do you have at your disposal to make that vision a reality?

1. "There is adequate recognition of the vital role of entrepreneurs in my country's economy."
2. "The vast majority of individuals believe that being an entrepreneur is a respectable career path."
3. "It's often believed that start-up owners positively affect the economy."
4. "I possess a strong will to establish a start-up entity in the forthcoming period and economy condition will support me."
5. "I intend to launch a business one day even current economic conditions are unable to sustain start-up."
6. "Recognition will be aided by my familiarity with the start-up ecosystem."

d) Sampling technique and size

One of the goals of the current study is to provide empirical evidence that demonstrates how push and pull variables greatly influence the intention of university students to start their start-up; so for that a technique known as simple random sampling and convenience sampling are utilized. The total number of participants in the research study is 324; all of them came from college/ universities in the state of Uttar Pradesh. Krejcie and Morgan (1970) published a formula and sample determination table that is apparently used to determine the sample population for research data. Krejcie Morgan (1970) claims that in order to draw conclusions about a population of one million people, a sample size of 384 replies is required. Five to ten participants were used for each portion of the instrument, or a total of at least three hundred for factor analysis, as suggested by Kyriazos (2018). Therefore in current study 324 samples are quite satisfied with 23 questions for variables.

e) Test and analysis tools

Chi Square Test of Independence and Mann-Whitney U-Test are two methods that are utilised during the analysis process. As a result of the fact that we are attempting to determine the impact that the various aspects of 'pull and push variable' have on the student members, we have decided to make use of correlation analysis.

5. Data Analysis & Key Findings:-

Statistics of Samples and Variables

Researcher gathered data from 324 of the students of a college/ university having commerce background. Of these, 43.83% were female (142) and 56.17% were male (182). The students are asked to rate the amount to which they agree with certain assertions using a five-point Likert scale. Pull Factor are built by mixing up the averages of the Independence Factor, Achievement Factor, and Recognition Factor.

TABLE 1:
Statistical Report

		PUSH VARIABLES	PULL VARIABLES			
			Independence Factor	Achievement Factor	Recognition Factor	Combined
Male	Mean	3.3000				3.4979
	Std. Deviation	0.98424				0.79419
Female	Mean	3.3225				3.3396
	Std. Deviation	0.99355				0.76493
Total	Mean	3.3099	3.2701	3.3997	3.6157	3.4285
	Std. Deviation	0.98686	0.97122	0.98333	1.03211	0.78425
	Variance	0.974	0.943	0.967	1.065	0.615
Cronbach's alpha: $\alpha = 0.866$		0.706	0.777	0.777	0.814	0.864

a) Test for Questionnaire Consistency:

Cronbach's alpha is a measure of internal consistency of a questionnaire or survey, that is, how closely related a set of items are as a group which measure latent variables. It is considered to be a measure of scale reliability. The idea is that if the instrument is reliable, there should be a great deal of covariance among the items relative to the variance. The coefficient of reliability, known as Cronbach's alpha, can be anything from 0 to 1. Cronbach's alpha

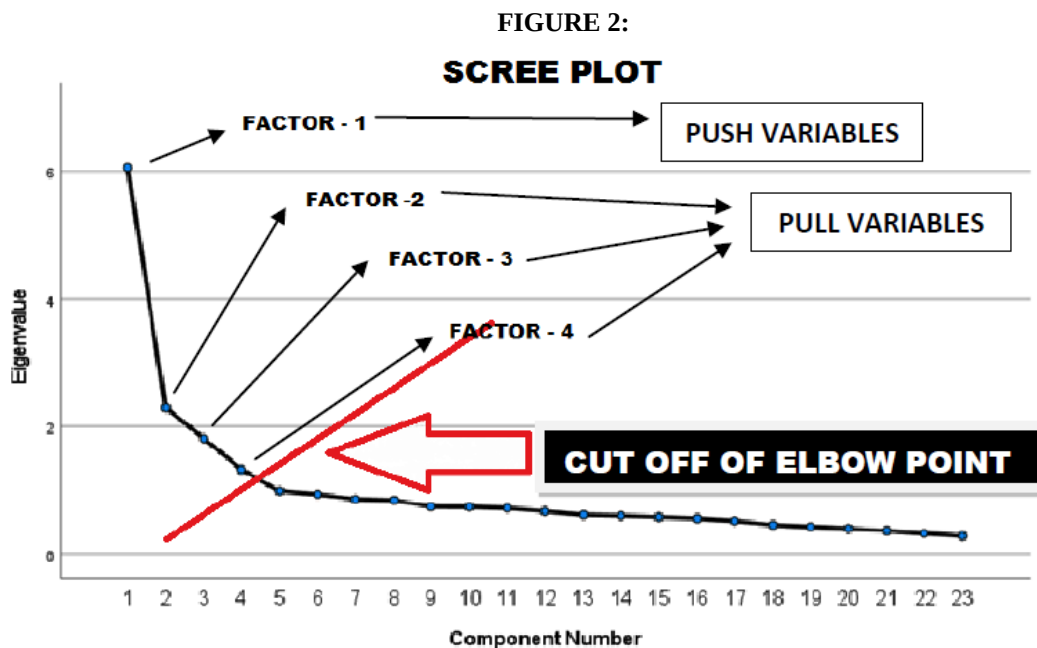
values between 0.6 and 0.7 are suspicious but not necessarily bad. According to George and Mallery (2003), a Cronbach's alpha of less than 0.5 is unreliable. In this study, the Cronbach's alpha of the intuitive scale all scored above 0.6 (0.706–0.866) with an overall internal consistency of $\alpha = 0.866$ of total numbers of 23 items.

b) Test for Sampling Adequacy:

The degree of the partial correlation (how the components explain each other) between the variables is analysed using the KMO test. The more closely a KMO number approaches 1.0, the better, whereas readings below 0.5 are deemed unsatisfactory. The null hypothesis that the correlation matrix is an identity matrix can be tested with the help of the Bartlett's test of sphericity. The correlation matrix for null hypothesis is not an identity matrix, if a statistical test that is generally less than 0.05. The research we conducted led us, current study KMO value is 0.851 and p value of Bartlett's Test of Sphericity is .000. Bartlett's test for sphericity and the Kaiser-Meyer-Olkin (KMO) measure of sampling accuracy are presented in the table below.

c) Scree Test:

The eigenvalues in a scree plot always descend along a curve from greatest to smallest. Eigenvalues can be used to estimate the number of components we should extract because they are a measure of how much variance each factor contributes to the data. The scree test identifies the "elbow" of the graph where the eigenvalues appear to level out, recommending that any factors or components to the left of this point be kept. As a result, our scree plot displays four variables on the left side of the "elbow" to satisfy the needs of the current study.



When the total N is 324, the overall mean from the study's commerce-trained participants is 3.3099, while the standard deviation is 0.98686 and the variation is 0.974. We identify that the mean of female students is generally higher than the mean of male students when we divide the push factor by gender. The mean of male students is 3.300, while the mean of female students is 3.3225. Instead, if we discuss the pull variables, the mean for the male students is 3.4979, which is higher than the mean for the female students. Similarly, the deviation, which is 0.03, is more obvious on the male students' side. When discussing Cronbach's alpha (α), the total alpha value is $\alpha = 0.866$. Upon further examination, the pull variable has an alpha value of $\alpha = 0.86$, while the push variable has an alpha value of $\alpha = 0.706$. The internal consistency of a questionnaire or survey refers to the degree of interrelatedness among a collection of items that collectively assess latent variables.

Mean of question related of push variable "Feeling insecure about your future in the job" is 3.4537. Whereas pull variables originally consisted of three different components before being merged into one, the effects of push variables are most obvious here in this First comes "My long-term career objective is to firstly do job and then

officially introduce my startup to the world" under the study for 'Intention of Independence'. Under this, the best liked question with a mean of 3.3611 and standard deviation 1.43890 was the most impactful question. Now the second part question number of pull variable is "I have complete command over starting a company from scratch." For Intention of Achievement, whose mean is 3.5247, it had maximum impact here. While pull variables were initially composed of three distinct components before being consolidated into one, the impacts of push variables are particularly evident in this context. "I intend to launch a business one day even current economic conditions are unable to sustain start-up." For Intention of Recognition, in this way we can say that the impact of recognize action will be maximum with mean value 3.7901 and standard deviation 1.422.

The null hypothesis H_{03} is found to be right considering the finding of the study test because H_{03} "Students whose intentions are not entrepreneurially focused are more likely to place a larger value on the need of achievement than other variables." For 'Intention of Recognition' out of the result whose mean comes to 3.7901, this is the option which is chosen by most of the students and it shows that to become a good entrepreneur in future, commerce students consider more important 'Intention of Recognition' and not the 'Intention of Achievement', so for this reason we do not to be accept the alternate hypothesis (H_3).

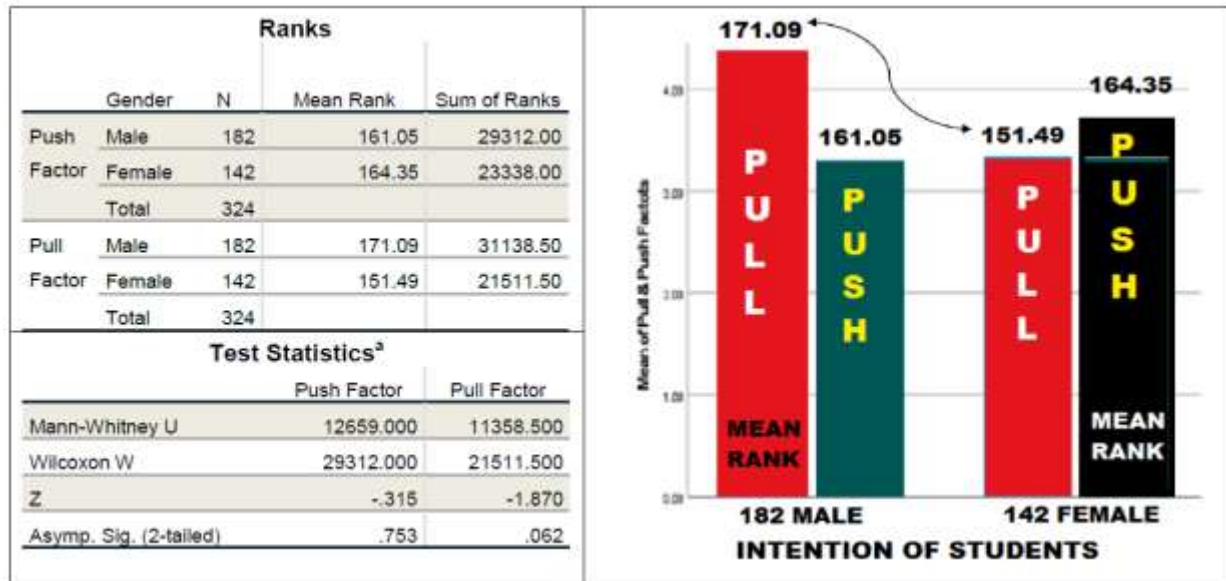
TABLE 2:
Chi-Square Tests Report

Push Factors				Pull Factors			
	Value	df	Asymptotic Significance (2-sided)		Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.250 ^a	20	.232		95.932 ^a	85	.196
Likelihood Ratio	26.541	20	.149		122.738	85	.005
Linear-by-Linear Association	.042	1	.838		3.249	1	.071
N of Valid Cases	324				324		
a. 11 cells (26.2%) have expected count less than 5. The minimum expected count is .44.				a. 162 cells (94.2%) have expected count less than 5. The minimum expected count is .44.			

On testing the null hypothesis H_{01} : "Students majoring in commerce have an intense association with the Push and Pull component variables" on the base of evidence of above Table: 2, we reject it, as our research finding and so it means that we have to accept the alternate hypothesis (H_1) because chi -square test only tells the association of 2 variables and the result of chi-square test is telling us that the significance value of the push variable is 0.232 and that of the pull variable is 0.196. Here this p value is more than 0.05. So the null hypothesis is rejected and study's alternate hypothesis is not to be rejected.

The null hypothesis H_{02} is rejected based on evidence drawn from Table: 3, in this case, indicating that gender classification among commerce students is not valid when considering the Mann-Whitney Test results, which is a rank-based test used instead of the t-test. When the pull variable (0.062) and the push variable (0.753) are taken into consideration, it becomes evident that the significance exceeds the threshold of 0.05. Consequently, the null hypothesis cannot be accepted. If a gender effect is observed, it can be inferred that the push variable has a greater impact when considering gender classification (Table: 3). The study observed that among the 182 male students in comparison to 142 female students, the mean rank for pull variables was 171.09 and for female students were only 161.05. Similarly, among the 142 female students, the mean rank for push variables was 164.35 with comparison to 182 male students having rank 151.49. These findings provide substantial evidence of a preference among male students for pull variables and a preference among female students for push variables. The alternate hypothesis (H_2): "The goals and aspirations of those who are major in commerce can vary greatly based on their gender classification" is not rejected, indicating a significant variation in intention based on gender.

TABLE 3:
Mann-Whitney's Test Report is according to Gender Classification.



6. Future Research Opportunities:-

The field of opportunity recognition has seen a large number of articles published. However, there are suggestions for more study that could help researchers gain a fuller grasp of the opportunity recognition procedure. Our first observation is that there is untapped potential in bridging the gap between opportunity identification and strategic planning (Iden, Methlie, & Christensen, 2017). Possibilities in the future can be perceived with the use of foresight (Semke & Tiberius, 2020). In particular, future client wants and needs, in addition to past and present, may provide useful insights into business potential. Particularly the scenario method could help business owners investigate potential outcomes (Tiberius, 2019) that offer new possibilities.

1. In addition to being useful for the process of opportunity recognition and especially creation, dealing with diverse future scenarios can also increase creativity (Rohrbeck and Gemünden, 2011).
2. Second, it would be helpful for aspiring business owners to learn more about the optimal mix of personal and societal drivers for opportunity recognition. Since fuzzy-set qualitative comparative analysis is becoming increasingly popular in entrepreneurship research (Kraus, Ribeiro-Soriano, and Schüssler 2018), future research might summarise existing literature on opportunity recognition using this method.
3. Third, there is a lack of focus in the research on studying the results of opportunity recognition. As a result, it would be instructive to investigate how opportunities should be utilized to produce lasting expansion.
4. Forth, there is a dearth of studies examining the global recognition of opportunities. Businesses that want to adapt to the global market would benefit from a deeper comprehension of the phenomenon of globalization. Therefore, further study is needed to better understand how to spot international opportunities, so that businesses can use such findings to inform their own internationalization strategies.
5. As a fifth point, we think there's room for investigation into the phenomenon of crisis-prompted opportunity discovery. For instance, the ongoing COVID-19 problem has revealed that although some businesses see the lockdown's repercussions as a severe danger, others see opportunities arising from it (Kraus et al., 2020). The chances presented by a given contextual setting are often overlooked until a crisis occurs.
6. Finally, it would be great to see more research on the topic of opportunity recognition in relation to the current sustainability and globalization trends. As the need for sustainable development grows, more research into the elements that affect the recognition of sustainable opportunities is warranted.

7. Conclusion:-

This study paper's goal was to review the literature on the factors that influence an entrepreneur's decision to launch a business. The push and pulls factor theory, which looks at the reasons for and against starting a business, served as the basis for this review of the literature. It has been discovered that different people are motivated by different

things, therefore it is unclear whether the push or pull forces theory plays a larger role or even if they are the most important ones on entrepreneurs. According to a study, demographic factors like age and gender also have an impact on the causes that give rise to such goals. There is currently a chronic shortage of literature on this subject, particularly with relation to start-ups. Interpreting the findings of this study requires some care. Because the study concentrated on the particular point in time and state of commerce background students, it is feasible that future research using the same descriptive method and producing different results from those presented here due to the dynamic nature of cross-sectional change through time. Additionally, the demographic information acquired is quantitative and free of value judgments. On the other hand, qualitative research found in literature reviews of papers frequently exhibits bias. Additionally, it was not possible to review all the pertinent literature; as a result, the material gathered can never be considered an exhaustive list of the issues related to push and pull variables.

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