

Research on the Gap Factors between Entrepreneurial Willingness and Entrepreneurial Behavior of College Students in Chongqing

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Abstract

This paper starts with three independent variables: social environment, university environment and personal background, guided by the analysis of the factors affecting entrepreneurial intention, and extends as the theoretical basis of this paper. College Students' entrepreneurial spirit cognitive theory, emotional infection organizational method and social cognitive theory have an important impact on entrepreneurial autonomy of college students.

Keywords

College Students; Entrepreneurial Willingness; Entrepreneurial Behavior.

1. Introduction

Mass innovation and entrepreneurship are the theme song of today's era. China's economic and social development is bound to be inseparable from the support of innovation. Entrepreneurship is obviously a strong and effective way to alleviate employment and improve the awareness of independent innovation of graduates. In reality, college students face many obstacles to entrepreneurship. Stimulating college students' innovation and entrepreneurship is an urgent problem to be solved now!

2. Research Background and Problems

2.1. Research Background

In developed countries, nearly 20% - 30% of college students start their own businesses, which is 10 times higher than that of college graduates in China. Although the proportion of college graduates starting their own businesses has gradually increased in recent years, the gap has not narrowed

2.2. Questions Raised

Although the launch of a series of entrepreneurship support policies for college students has continuously optimized the environment for college students' independent entrepreneurship, the enthusiasm of College Students' independent entrepreneurship is not high. Therefore, this paper adopts three independent variables: social environment, university environment and personal background to explore college students' entrepreneurial will and behavior.

2.3. Research Purpose and Significance

Provide certain direction proposals for the government and colleges and universities on the whereabouts of college graduates, and help college graduates clarify their ideas, identify the direction and realize the pursuit of self-worth.

3. Definition of Entrepreneurship Related Concepts

3.1. Concept of Entrepreneurial Behavior

(1) In Xinhua Dictionary, "entrepreneurship" is defined as starting a career, and Chai's interpretation of "entrepreneurship" is to create a foundation. Entrepreneurship is not only a process and result that requires entrepreneurs and their entrepreneurial partners to take a series of thoughts and actions after careful consideration, and develop and launch products, technical services, education and training and other profitable products, to create greater economic, skill and educational value.

3.2. Definition of Entrepreneurial Intention

Entrepreneurial intention is the tendency of people to take entrepreneurial action after a series of comprehensive analysis and rational thinking.

4. Current Situation of Entrepreneurial Willingness and Entrepreneurial Behavior of College Students in Chongqing

4.1. Advantages of Chongqing College Students' Entrepreneurship

At present, there are 11 municipal entrepreneurship incubators and 234 entrepreneurship incubators in the city, driving and realizing the employment of 3751 people, of which the employment and Entrepreneurship of college students account for 20% of the total number of entrepreneurship and employment.

The development of Chengdu Chongqing dual city economic circle has brought more entrepreneurial opportunities to college students in Chongqing. Sichuan and Chongqing signed a strategic cooperation agreement on coordinated development of talents, and proposed to strengthen dual core leadership and strive to become a talent pool of dual city economic circle.

4.2. Disadvantages of College Students' Entrepreneurship in Chongqing

Geographical restrictions: as an inland city, Chongqing is far from the legal system and policy support related to entrepreneurship in developed countries and regions. As far as Chongqing is concerned, the current entrepreneurship policy is not perfect, and youth employment and entrepreneurship must face the government threshold.

Entrepreneurship skills training needs to be strengthened: according to the investigation and analysis of the Chongqing Municipal Committee of the Communist Youth League, the average education level of Chinese youth is relatively low compared with developed countries where higher education has been "popularized".

4.3. Data and Statistical Analysis of Entrepreneurship of College Students in Chongqing

Table 1. Proportion of entrepreneurship research of college students in Chongqing

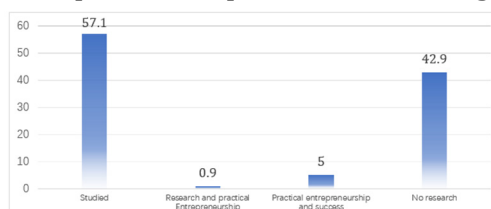


Table 2. Descriptive statistical analysis of entrepreneurial intention and entrepreneurial behavior

variable	index	mean value	standard deviation
Entrepreneurial intention	D1: even if I fail to start a business in the end, I also want to have a try	3.62	0.86
	D2: if the conditions are ripe, I will start my business practice immediately	3.56	0.87
	D3: I will eliminate all hardships and work hard to start a business	3.25	0.90
Entrepreneurial behavior	E1: I have made a thorough and feasible business plan	2.60	0.88
	E2: I have been or am engaged in various entrepreneurial activities such as <u>wechat</u> and Taobao	2.78	1.05
	E3: I have decided to start a business within six months after graduation	2.72	0.83
	E4: in order to start a business, I have been saving money or looking for business sites and equipment	2.60	0.94
	E5: in order to start a business, I am preparing to form a team or accumulate entrepreneurial experience	2.76	1.02

According to figure 1, college students' intention to start a business is still strong, but only a few succeed in the end. After sorting and analyzing the data of entrepreneurial intention and entrepreneurial behavior among the interviewees, it is concluded that, as shown in Figure 2, the average value of entrepreneurial intention is about 3.5 and the average value of entrepreneurial behavior is about 2.5. This shows that the investigated Chongqing college students have a stronger willingness to start a business than their behavior.

5. Research on the Factors of College Students' Entrepreneurial Intention

5.1. Social Factors

The encouragement and support of government policies plays an irreplaceable role in the development of entrepreneurial college students. Recently, governments at all levels have continuously introduced and improved entrepreneurship policies, but the actual implementation effect is not optimistic, and the ideal effect has not been achieved in terms of promotion and guarantee. At present, China's entrepreneurial institutions are not perfect, and the service measures provided need to be improved.

The entrepreneurial cost and market access conditions of entrepreneurial college students are

too high. According to the survey, it takes seven passes and 111 working days to register a company in the mainland of China. Moreover, China's venture capital system is not perfect, and the guarantee is not perfect. All aspects of society bring great pressure to entrepreneurial college students.

5.2. School Factors

Due to the unreasonable setting of some disciplines and the single educational function, the entrepreneurial choice of contemporary college students will be disturbed by many factors. Education and training are only the theoretical preliminary work of entrepreneurial practice. In order to reduce the setbacks and obstacles in college students' entrepreneurial activities as much as possible, society and colleges and universities have the responsibility, obligation and need to carry out corresponding social practice training activities for college students, to enable entrepreneurial college students to have rich and sufficient practical experience.

5.3. Self Factors

5.3.1. Entrepreneurial Ability

Table 3. Kmo and bartlett's test

Kaiser Meyer Olkin measure of sampling adequacy		0.763
Bartlett's sphericity test	Approximate chi square	269.591
	df	55
	sig	0.000

Table 4. Rotation component matrix

ability	component		
Psychological adjustment ability	1	2	3
insight	0.735	0.002	0.234
feeling of optimism	0.663	0.325	-0.054
practical ability	0.655	0.211	0.052
Cooperation ability	0.612	0.322	0.093
innovation ability	0.014	0.789	0.129
Interpersonal skills	0.243	0.703	0.057
Leadership	0.369	0.626	-0.164
spirit of adventure	0.348	0.509	-0.327
learning ability	0.241	-0.156	0.840
Professional ability	0.071	0.498	0.644
Extraction method: principal component analysis			
Rotation method: Kaiser standardized orthogonal rotation method			
a. The rotation converges after iteration 11			

From the 11 factors, we can see the requirements for the ability of entrepreneurs and the ability to have insight into human nature; Have a cooperative and inclusive mind; Forward looking and risk resistant. Most of these skills need to be acquired in practice, so learning ability is an essential and key factor for entrepreneurial college students.

5.3.2. "Parents are the Best Teachers for Children"

The impact of family on College Students' entrepreneurship can be seen. However, the concept of pursuing a stable and reliable "iron rice bowl" has not been completely changed, which objectively causes some college students to lose the motivation of independent entrepreneurship.

In addition, the economic situation of families also has a certain impact. Most of the first pot of gold for entrepreneurial college students comes from their families. Students with poor family economy not only have no certain source of funds, but also worry about entrepreneurial failure.

5.4. Conclusion

Facts have proved that social environment, family factors and self-factors all affect the entrepreneurial activities of entrepreneurial college students to a certain extent. Therefore, the state should strengthen the formulation of entrepreneurship system to provide good conditions for entrepreneurial college students to raise funds; Secondly, schools should attach importance to entrepreneurship education activities to improve college students' entrepreneurial ability; As far as I am concerned, I need to constantly improve my comprehensive ability and professional level and strengthen practice. Encourage entrepreneurial college students to contribute a strong and effective pillar to social development.

6. Measures to Stimulate the Entrepreneurial Will and Behavior of College Students in Chongqing

6.1. Government Policies Encourage Chongqing College Students' Entrepreneurial Willingness and Entrepreneurial Behavior

Based on encouraging college students to start businesses, the government should strive to solve the problem of lack of funds for college students. The government should take the lead and give full support in the protection of intellectual property rights and the transformation of entrepreneurial achievements. Secondly, government departments improve the financial support system by establishing student entrepreneurship fund, developing intellectual property pledge loan and other ways to stimulate college students' entrepreneurial willingness and entrepreneurial behavior.

6.1.1. Colleges and Universities Carry out Entrepreneurship Policy Support to Reduce the Entrepreneurial Resistance of College Students

Optimize the entrepreneurship education environment and improve the entrepreneurship education system. In terms of optimizing the entrepreneurial education environment, college teachers can provide entrepreneurial guidance and entrepreneurial venues for students who are willing to start a business. In terms of entrepreneurship education system, colleges and universities can establish entrepreneurship colleges or entrepreneurship associations, and equipped with Entrepreneurship instructors to carry out entrepreneurship training, guide and track the whole process of students' entrepreneurship projects, reduce students' entrepreneurial resistance and improve the survival rate of entrepreneurship projects.

6.1.2. Enterprise Support and Realize the Combination of Theory and Practice

Enterprises cooperate with colleges and universities to cultivate innovative and entrepreneurial talents. Explore and implement the joint participation of schools and enterprises to provide an opportunity for entrepreneurial teams to integrate theory with

practice.

6.1.3. Individuals Learn and Study Actively to Accumulate Entrepreneurial Ability

Actively participate in relevant innovation and entrepreneurship activities held by society or colleges and universities, believe in the truth of "theory plus practice", and constantly improve and surpass ourselves in practice.

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