

A Study on Internet Entrepreneurship Intention of Chinese University Students under Demography's View

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ABSTRACT: Demography factors are an important aspect of influencing personal entrepreneurial intention. The author takes demography as the view to execute the questionnaire survey about the influence of demography factors over personal Internet entrepreneurship intention. 601 Chinese university students joined the investigation. The author used the investigation data to make an empirical analysis for the four factors including gender, disciplines, year and student cadre role and then found that gender, disciplines and year have significant influence over Internet entrepreneurial intentions except from student cadre role. Based on the study conclusion, the author offered the suggestions for supporting Internet entrepreneurship relied on E-commerce and enhancing Internet entrepreneurship education.

KEYWORD: University Student; Demography; Demography Factors; Internet Entrepreneurship Intension

1 INTRODUCTION

The report of employment urged by Internet entrepreneurship published by the Ministry of Human Resources and Social Security of China pointed out that the percentage of university and junior college students occupies 48.9% among the total number of people engaging Internet entrepreneurship. Although, Chinese university students are actively practicing Internet entrepreneurship, domestic academic circle pays little attention to it. There are few special studies on it. Yet, some foreign scholars have begun to study problems about university students' Internet entrepreneurship.

The factors affecting a person to become an entrepreneur are usually divided into demography factors and the factors relating to attitude, values and psychology (Ashley-Cotleur, et al. 2009). Ramana et al. (2009) argued there are few studies on the influence of demography factors over entrepreneurial success but studies on differences between entrepreneurs and non-entrepreneurs in the aspect of demography variables are getting warmer. Inspired by their opinion, the paper will study the influence of demography factors over Internet entrepreneurship of Chinese university students from the angle of demography.

2 LITERATURE REVIEW

2.1 *Internet entrepreneurship*

Observing in China, some scholars summarized the characters and types of Chinese Universities' Internet entrepreneurship. Su et al. (2009) classified the types of Chinese university students' Internet entrepreneurship. Cheng & Zhou (2007) offered the suggestion as to Chinese university students' Internet entrepreneurship cooperation. Gen (2007) discussed both the types and characteristics of Internet entrepreneurship of Chinese university students. Observing abroad, Millman et al. (2010) found gender, family income, disciplines and Internet activities are all significant influential factors of Chinese university students' Internet entrepreneurship intentions. In contrast, there are more published papers focusing on university students' Internet entrepreneurship in China than abroad but most of them are qualitative analyses.

2.2 *Demography factors*

Viewing from the study situation in the past, gender is the most studied one. Most domestic scholars found male university students' entrepreneurial intentions are significantly higher than female. However, Fan et al. (2005) argued there is no difference about entrepreneurial intention between different genders. Some foreign scholars also found gender doesn't produce influence over

entrepreneurial intentions of university students and thought gender can't predict entrepreneurial intention (Farrington et al.2012, Ahmed et al.2010). It follows that there are some differences about whether gender affects entrepreneurial intention among domestic and foreign scholars. The paper will study the factor to judge whether it bring influence to university students' Internet entrepreneurship intentions.

Disciplines are also one of the factors studied by domestic and foreign scholars. Most domestic scholars found there is a significant relation between university students' intention and their disciplines. Most foreign scholars also found there are significant differences among students from different disciplines. Yet, Kristiansen & Indarti (2004) compared the entrepreneurial intentions of university students from Norway and Indonesia and found educational background has no significant influence over their intentions. Overall, most domestic and foreign scholars thought disciplines can cause significant influence over their intentions. The paper will study the factor to judge whether it produce influence over Internet entrepreneurship intentions.

It is necessary to study whether year difference produce influence over entrepreneurial intention. Most domestic scholars found students in different years have significant differences about entrepreneurial intentions. Millman et al. (2010) pointed out undergraduates have stronger entrepreneurial intentions than postgraduates in China. Overall, most domestic and foreign scholars think that years' difference produce significant influence over university students' entrepreneurial intentions. The paper will study the factor to judge whether it bring influence over entrepreneurial intentions.

Student cadre roles should be a special factor about differences of university students' entrepreneurial intentions which is studied by domestic scholars. Most domestic scholars found student cadre roles have no significant influence over entrepreneurial intentions, but Le et al. (2012) found the students who occupied student cadres have obviously stronger entrepreneurial intentions than the students who didn't occupy student cadres. Overall, domestic scholars have disagreements about whether student cadre roles produce influence over entrepreneurial intentions. The paper will study the factor to judge whether it produce influence over Internet entrepreneurship intentions.

According to the previous literature review, the paper raises the hypotheses as follows:

H1: There are no relations between the four factors (gender, disciplines, year and student cadre roles) and Chinese university students' Internet entrepreneurship intentions.

H2: There are relations between the four factors (gender, disciplines, year and student cadre roles)

and Chinese university students' Internet entrepreneurship intentions.

3 STUDY DESIGN AND METHODS

3.1 *Compiling Investigation Questionnaire*

The investigation questionnaire compiled by the paper includes two parts. The first part consists of eleven questions which are used to investigate Chinese university students' demography factors; the second part is four questions which are used to investigate Chinese university students' Internet entrepreneurship intentions.

3.2 *Sample Selection*

The study mainly took university students from Guangxi and Nanjing as participants and used the simple random sampling method to select the samples.

The questionnaires were published on a website named "Questionnaires Star" which is engaged in online questionnaires and then the researchers emailed to university students to invite them to fill in the questionnaires.

3.3 *Data Analysis*

601 students joined the investigation, among them, there are 281 boys approximately occupying 46.76%, 320 girls approximately occupying 53.24%. There are 143 students of the first year approximately occupying 23.8%, 140 students of the second year approximately occupying 23.3%, 125 students of the third year approximately occupying 20.8%, and 193 students of the fourth year approximately occupying 32.1%. There are 177 students from science disciplines approximately occupying 29.4%, 154 students from engineering disciplines approximately occupying 25.6%, 141 students from business disciplines approximately occupying 23.7%, and 129 students from social science disciplines approximately occupying 21.4%.

4 EMPIRICAL RESULTS AND DISCUSSION

4.1 *Independent-Samples T Test for Gender Influence*

The study used SPSS20.0 to make the Independent-Samples T Test for gender influence and take Levene test.

From table 1, Levene test method's F value doesn't appear significant difference ($F=0.038$, $p=0.538>0.05$), explaining the two groups' samples are homogeneous. T value equals -2.953 , $p=0.003<0.05$, reaching the significant level of 0.05. The mean's difference equals -0.82804 , meaning

there are significant differences between Internet entrepreneurship intentions of male students and female students and female students' intentions are obviously higher than male students', however, many scholars' previous conclusions are contrary. Why is the study's conclusion different? In the author's opinion, the condition was mainly made by the differences from the studying problems. The entrepreneurship studied by other scholars in the past is referred as traditional entrepreneurship but the entrepreneurship in the study is referred as Internet entrepreneurship. There are big differences between traditional entrepreneurship and Internet entrepreneurship. It is comparatively easier for students to begin Internet entrepreneurship. Internet entrepreneurship has some advantages as follow:

1. It is unnecessary to deal with customers face to face;
2. The market competition on the Internet is relatively fair and transparent and there are few potential rules;
3. Costumes and cosmetics which are familiar to females are very suitable to be sold on the Internet. So, many advantages of Internet entrepreneurship accumulate to make female university students especially like it.

Table1. The Independent-Samples T Test for gender influence.

Internet Entrepreneurship Intention			
Hypothesis of variances inequality	Hypothesis of variances equality		
	.380	F Test	
	.538	Sig.	
-3.023	-2.953	t	
490.006	599	Df	
.003	.003	Sig.(Two sides)	
-.82804	-.82804	Mean's D-value	
.27392	.28036	standard error's value	
-1.36623	-1.37865	Lower Limit	Difference's confidence interval of 95%
-.28984	-.27742	Upper Limit	

The new conclusion provides a new mind for Chinese government and universities to solve the difficulties of female students' employment. The government should give more support for Internet entrepreneurship. The universities should enhance the education of Internet entrepreneurship to encourage female students turn their intentions into real actions of Internet entrepreneurship, and then effectively increase the rate of female students' employment.

4.2 One-Way ANOVY for Years Influence

From table 2, F value of ensemble test is 5.075, $p=0.002<0.05$, reaching significant level and meaning there are significant differences of Internet entrepreneurship intentions between the students of different years. The hypothesis is supported. We can know from the LSD column in the table, the students of the first, second and fourth year have higher Internet entrepreneurship intentions than the third year's students. The result is familiar with the conclusions of most domestic scholars. The result gives us the hint: if universities want to improve the Internet entrepreneurship level of Chinese university students, they have to enhance entrepreneurial education based on E-commerce for the students of the second year and the fourth year.

Table 2. One-Way ANOVY for Years Influence.

	Quadratic Sum	df	Mean Square	F	Sig.	Posterior Comparisons' LSD method
Between Groups	165.597	3	55.199	5.075	.002	A>C *
Intra-group	6363.126	585	10.877			B>C *
Sum	6528.723	588				D>C *

4.3 One-Way ANOVY for Disciplines Influence

From the table 3, F value of ensemble test is 4.540, $p=0.000<0.05$, reaching significant level and meaning there are significant differences of Internet entrepreneurship intentions between the students of different disciplines. The hypothesis is supported. We can know from the LSD column in the table, the students from business disciplines have the strongest intensions and the students from humanities disciplines have the weakest intensions. The rank of Internet entrepreneurship intention for the four disciplines is as follows: business disciplines > engineering disciplines > science disciplines > humanities disciplines. The result is familiar with the conclusions of most domestic scholars. It gives us the hint: universities should enhance Internet entrepreneurship education for the students from science and humanities disciplines.

Table 3 One-Way ANOVY for Disciplines Influence.

	Quadratic Sum	df	Mean Square	F	Sig.	Posterior Comparisons' LSD method
Between Groups	330.035	3	47.148	4.540	.000	C>B *
Intra-group	5442.106	585	10.386			B>A *
Sum	5772.141	588				A>D *

Note: Science Disciplines (A), Engineering Disciplines (B), Business Disciplines(C), Humanities Disciplines (D); *, $P<0.05$

4.4 Independent-Samples T Test for students Cadre Roles' Influence

From table 4, F value equals 5.591, $p=0.018 < 0.05$, reaching the significant level of 0.05 and accepting the opposed hypothesis. The result means the two groups' variances are not homogeneous. Under the condition, $t=-1.573$, $df=511.403$, $p=0.117 > 0.05$, not reaching the significant level of 0.05. The result explains there isn't significant difference of Internet entrepreneurship intentions between student cadres and non-cadre students.

Table 4 Independent-Samples T Test for students Cadre Roles' Influence.

Internet Entrepreneurship Intention				
Hypothesis of variances inequality	Hypothesis of variances equality			
	5.591	F Test	Levene Test of Variance Equation	
	.018	Sig.		
-1.573	-1.586	t	T test of Mean Equation	
511.403	599	Df		
.117	.113	Sig.(Two sides)		
-.496	-.496	Mean's D-value		
.315	.313	standard error's value		
-1.116	-1.111	Lower Limit		Difference's confidence interval of 95%
.124	.119	Upper Limit		

The result is different from the discovery of Guoan Le(2012). The possible reason which caused the difference is the tendency in which almost every student has acted as a class cadre. Because a new class committee is produced every year during the period of four years at university, most students have chances to become class cadres in the four years. Under the circumstance, there are few students who do not act as class cadres. The tendency caused the result that there are not significant differences between class cadres and common students.

5 DEFICIENCY AND EXPECTATION

Because of the limitations from human, material and financial resources, the study had to take simple random sampling method, but Chinese university students are a great number of group. When the ensemble is very large, it is difficult to execute this method and this is a deficiency of method in the study. In further studies in the future, we will take stratified sampling to classify Chinese universities

and select 1 to 2 representative universities from each kind, and then execute simple random sampling to improve the samples' representativeness and specialties. The study's effective samples are 601 students, though the amount is much more than many similar studies' in other countries. For further improve the study's accuracy, we will continue to enlarge the volume of samples and try to enlarge the volume of samples to at least 1000 students in the future study.

The study only involved four demography factors, yet there are some other factors like permanent residence, household registration, parents' profession and family income etc.. We will study these factors in the future. Our final purpose is to make the series of studies become more comprehensive, in-depth and accurate.

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