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Assessing the effect of gender on intention to hold startups: Evidence from Algerian university students

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Abstract

Startups are typically new businesses that are small, expand quickly, are adaptable, and frequently have innovative ideas. The current study seeks to highlight the impact of gender on Algerian entrepreneurs' desire to launch new ventures. The study is based on an online survey conducted in two stages. The first stage was conducted from December 20th, 2023 to January 11th, 2024, and collected 12 responses from students of the university of Tizi-Ouzou. Furthermore, the final stage was concluded between May 7th and 22nd, 2024, among 93 Algiers II University students.

The Chi-square test results suggest that there are no significant differences in men's and women's willingness to start a business (p-value: 0.532>0.05).

Keywords: *Startups; University students; Algeria; gender, Chi-square test; SPSS.*

Introduction

At the moment, some university students' are focusing on starting small businesses to avoid joblessness, which is a concern among graduate students. These ventures are referred to as startups. Algeria has a national strategy based on governmental policies, development plans, and support activities that stimulate startup formation and economic diversification in order to reduce reliance on fossil fuel exports. As a result, the formation of incubators to support entrepreneurs contributes to Algeria's entrepreneurial environment. This paper investigates the impact of gender on university students' enthusiasm for starting businesses in Algeria. The following sections will look at the theoretical frameworks that underpin the study, review relevant startup literature, outline the methodology used in this investigation, present the empirical analysis findings, and discuss the research findings' implications for future studies.

2. Literature review

Although there is no universally accepted definition of a startup, it is a newly established business venture in its early stages (Bank & Kakabadse, 2018). Furthermore, Ries (2011) defined a startup as "a human organization built to generate a new product or service amid enormous uncertainty." The concept of entrepreneurial intention initially appeared in the 1980s (Jin et al, 2024).

Entrepreneurship is the starting point for a business and the driving force to go through the difficult period in the startup's early years (three to five years), known as the "death valley." (Hmieleski & Lerner, 2016). According to Blank (2013), startups are ephemeral firms or organizations that seek repeatable and scalable business models; consequently, they are neither subsidiaries nor inferior duplicates of larger corporations. Startups are modern-day change agents who provide novel solutions to complex situations on a range of scales (Devadiga, 2017). In conclusion, Jain (2016) noted that startups do not have a perfect description due to the subjectivity and complexity involved, and they can be defined as the following:

- A startup is a young company in its early stages of development and growth, typically funded by a person or small group of individuals. It seeks to disrupt existing industries or create new ones through an unknown business strategy. - A startup is a young and dynamic firm founded on technology and creativity, with the goal of capitalizing on the development of new products or services to establish new markets.

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According to Maciejewski and Wach (2019), startups have three primary responsibilities: supplying clients with products from other sources, improving existing products, and developing new products using new technologies. Moreover, Durda & Ključniko (2019) state that technology businesses rely on innovative business models and require significant resources, experience, and internal/external partners throughout their early growth. University incubators offer one- to two-year programs for early-stage businesses (Tripathi and Oivo, 2020).

Although numerous studies have shown that entrepreneurship education is vital in developing entrepreneurial individuals, there is little research into how entrepreneurial intention leads to startup preparations among business students (Mahajar, 2012). Entrepreneurship is often seen as a critical factor in enhancing a country's economic competitiveness, growth, and sustainability while addressing the growing concerns of globalization, such as increased unemployment. (Mamun, et al, 2017). Individuals' motivation to pursue an entrepreneurial career is linked to the concept of entrepreneurial aspirations (Krueger et al, 2000). In this manner, entrepreneurial education helps students improve their entrepreneurial skills as well as their desire to work for themselves (Sanchez, 2013). In addition, Boukhedimi (2024) mentioned that willingness to hold startups belongs to the risks associated in this process

As a result, according to Boyer & Blazy (2013), entrepreneur qualifications are a major predictor of whether or not startups will survive in a competitive market; for example, entrepreneurs with low professional experience have a negative impact on startup activities and vice versa. Startups frequently fail due to the business development process, which ignores the design of a trustworthy and measurable business development phase in favor of focusing primarily on product and service enhancements. Furthermore, startups fail owing to a lack of business development, an inadequate business model, a lack of funding, ineffective management, competition, and bad market positioning (Cantamessa et al, 2018).

3. Methods

Method of Sampling

This study was designed using a quantitative technique, with an online survey administered in two stages. The first stage took place between December 20, 2023 and January 11, 2024, and collected twelve replies from students of the university of Tizi-Ouzou. Furthermore, the final stage was decided between May 7th and 22nd, 2024, among 93 Algiers II university' students. A simple random sampling technique is used to select the sample respondents. The research study is both descriptive and analytical. Data were acquired from 105 sample respondents in the study region.

4. Results & discussion:

Descriptive statistic

The study sample consisted of 105 participants, and according to the survey sample's socioeconomic characteristics, 67.6% were from generation Z. While 32.4% of the participants are of Generation Y. Furthermore, women make up the vast majority of responses (67.6%), while men account for 32.4%. However, 93.3% of our sample is undergraduate or graduate, and 6.7% is postgraduate. On the other side, 14.3 percent of respondents are aspiring entrepreneurs who have started small businesses.

Chi square's test result

The asymptotic meaning indicates that the p-value exceeds the significance level of $\alpha = 0.05$ (5%), indicating that the variables are independent and the null hypothesis is acceptable. Therefore, the alternative hypothesis is rejected. In other words, there is no major difference between men and women in terms of their readiness to begin their own startups.

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Table 1 The results of the Chi-square test

-	Asymptotic Significance (*p*-value)
Pearson Chi-Square	0.532

Source: Survey data

5. Conclusion

As previously stated, the purpose of this study article was to investigate the impact of gender on Algerian university students' ambition to launch a startup. As a result, it has been demonstrated that both men and women were interested in this inquiry.

To clarify, the findings of the current paper may be highly relevant to scientific study by illustrating the achieved results. On the one hand, the final sample size (N=105) could be considered the study's limit, but the central limit theory (CLT) states that a sample is representative when the number equals or exceeds 30 (Chang et al, 2006; Polya, 1920; Johnson, 2004; Tomothy, 2005; Berenson et al, 2012; Naval, 2013; El Sherif, 2021; Sriram, 2023).

Another issue is that the survey was conducted online. It was thought that a face-to-face study would produce more accurate results. As a result, it is strongly recommended that this issue be considered in future studies. Furthermore, the subjects regularly displayed concentration above specific characteristics (such as unemployment and unmarried status). This should be considered in future studies. Given that this research was conducted online via Google form, it is vital to note that some universities are redundant. Besides it is proposed that future research be designed to include individuals from various colleges. In addition, respondents indicated a focus on a specific educational level (graduate). As a result, it is recommended that the upcoming study be conducted face-to-face with participants from all educational backgrounds.

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